

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXXIV, No. 6 NEW YORK, FEBRUARY 11, 1926

10c A COPY

The evolution of Aunt Ellen

B.A.I.S. 1910 with
N. W. Ayer & Son

TO HAVE evolved a living, lovable, capable, grey-haired Aunt Ellen for The Griswold Mfg. Co., Erie, Pa., in two years is running far ahead of Darwinian sorcery. But it is not strange at all to advertising metaphysics.

Two years ago there was not the ghost of an Aunt Ellen. One year ago she was a delicious little proverb. "Aunt Ellen says" meant a bit of culinary authority in homes from coast to coast. Her unusual recipes, a part of the advertising of Griswold cooking utensils, created a mild sensation and brought a flood of mail to Erie.

1926 sees a real Aunt Ellen's face smiling happily out of the magazine pages, while she offers recipes as tempting as her own devil's food cake and other fine, rich dishes which she prepares with the help of Griswold utensils. And when she answers some housewife from Kankakee, or some housewife's husband from San Antonio, her letter—cheery, old-fashioned, chatty . . . puts the sunniness of the Griswold Kitchen into some welcoming homes.



N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





Localize Your National Advertising To Each Community

YOUR "national advertising" is vitally interesting to you, of course—but how does it impress that good dealer of yours down in Fairfield, Iowa? He doesn't care a whit about your vast circulation in New England or California or Illinois, or even in the state of Iowa, because he rarely makes a sale outside of Jefferson County. He is tremendously interested, however, in what you are doing to reach the consuming public in Jefferson County, and if you can show him that you are doing a good job he will willingly co-operate, through his local newspaper advertising, his window displays, and distribution of literature with which you supply him.

Your advertising in the Standard Farm Paper Unit, despite the fact that it is the largest and most influential of all national farm mediums, is at the same time the most thoroughly localized, for two reasons:

The Wisconsin Agriculturist
The American Agriculturist
Wallace's Farmer
Hoard's Dairyman
The Nebraska Farmer
The Pacific Rural Press
Ohio Farmer
Michigan Farmer
Pennsylvania Farmer
Missouri Ruralist
Kansas Farmer
The Farmer, St. Paul
The Breeder's Gazette
The Progressive Farmer
The Prairie Farmer

First, the Unit is made up of fifteen influential home-state papers, edited for local conditions, supported, read and depended upon by the people of the state.

Second, every Unit advertiser is supplied with portfolios for his salesmen in which circulation figures, together with farm statistics of vital interest and importance to the salesmen and his dealers, is broken down to counties—put into usable and understandable form for the benefit of the dealer whose sales horizon is outlined by the boundaries of his county.

Let us tell you in detail about this service that will help you to localize your national advertising.

2,000,000 Circulation—One Order, One Plate, One Bill

The **STANDARD FARM PAPER UNIT**

WALLACE C. RICHARDSON, Gen'l Manager

Chicago

Courtney D. Freeman, Western Mgr.
307 North Michigan Ave.

New York

Willard R. Downing, Eastern Mgr.
250 Park Ave.

San Francisco, Kohl Building

Your Sales Problem is National—That of Your Dealer is Local—The Standard Farm Paper Unit Meets Both.

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXXIV

NEW YORK, FEBRUARY 11, 1926

No. 6

Is Turnover of Salesmen a Blessing?

Better Both for Company and for Salesman to Let Him Go if He Has Reached the Peak of His Productivity

By C. C. Casey

President, Work-Organizer Specialties Company

ALVAN MACAULEY, head of the Packard Motor Car Company, and formerly general manager of the Burroughs Adding Machine Company, once said: "Sometimes, the kindest thing you can do for a man is to fire him."

This applies as much to a salesman as to an office executive. It applies to any kind of a worker who is not producing all of which he is capable.

Just as a sales manager who has very large abilities, and who has the capacity to make good in a big way, often will get in a rut and settle down to producing a tenth of what he is capable, so also is an entire sales organization apt to settle down to a mere fraction of what it ought to produce.

Then, sometimes, having to build a whole new sales organization would be a blessing.

That is an unorthodox way of viewing this problem of building a sales organization and keeping it on its toes, and I suspect that at this point, about a thousand sales executives will be getting ready to swear at me.

But the more I think about the matter, the more convinced I am that Macauley was right, and that it not only is frequently good business and good management to fire a salesman who is marking time, but that it is bad management not to fire a sales manager who can't see it that way.

Of course, we need to bear in mind that merely firing a salesman because we are too lazy to help make him into a real salesman is never good business, nor good sales management. In writing this article I have assumed that there are no sales managers who don't dislike to fire a salesman. It is always an unpleasant task. I once knew a sales manager who quit his job and demanded the right to go back to his old territory as a salesman because he simply could not make himself discharge a few old-time salesmen who weren't worth what they were costing—not counting the fact that they were tying up good territory and keeping good men out.

I will admit frankly I find it very difficult to fire a man, even though I feel that it is the best thing for him as well as for the business. So in reading this article, you may feel sure that it is not my idea that the real sales executive ought to go around looking for salesmen he can fire.

Just the contrary—he ought to be, and is, going around looking for men he can help, men who can be inspired to greater effort. We all need enough of this humane characteristic so that we will be restrained from being rash. And I guess we all have plenty of that quality.

Looking at sales organizations today, I am going to risk saying that I believe we have entirely too

much of this quality, and are paying a lot more for it than it is worth.

Most of us will clap our hands, and say: "He's a-b-s-o-l-u-t-e-l-y right," when a speaker gets up and remarks that it costs \$500 to \$1,000 to train a new salesman, or to replace one who has quit. That is orthodox thinking.

If the same man got up and said that it would cost nothing at all to replace many salesmen, we would all frown and reverse our statement and say that he was "absolutely crazy."

All right—go ahead and say it. I still maintain that it would cost nothing to replace many, if not most, salesmen. More than that: I promise that if you hold on tight to my train of thought for another ten minutes, you'll agree with me that this statement isn't so very crazy.

I once wrote an article for *PRINTERS' INK*, telling how Alvan Macauley, when he was with the Burroughs Adding Machine Company, switched branch managers from one territory to another, often making them fighting mad, but nearly always increasing their sales. In one instance, he decided to make a change in the company's Minneapolis territory, and the district manager, who had been on the job there for several years, and who was making quota right along, was so offended that he left the organization. Yet, the new manager made quota for the entire territory the very first month, in one single office building—in a tenth of 1 per cent of the total territory!

In most organizations, about three years bring the average salesman up to a point where he has accomplished about the best that can be expected of him. After that, he begins to taper down, or at least to get into a rut, and from then on he seldom shows satisfactory increases.

Suppose we hired Smith and put him into a certain territory. We naturally gave him the minimum salary. As he began to get results we gradually raised his salary. In fact, he expected and

perhaps had a right to expect regular increases. There came a time when he was getting the maximum salary.

Perhaps you will agree that young Jones could be transferred to Smith's territory and would accomplish about as much as Smith is accomplishing, and since Jones is getting a much lower salary, the selling costs would be lower.

Of course, we know that Smith is a good man. We know that we have put over \$1,000 into the sales managing expense of developing him. We wouldn't like to lose him. And yet, if it is true that Jones could produce as much, if not more, sales at a lower selling cost, wouldn't it actually pay us to lose him?

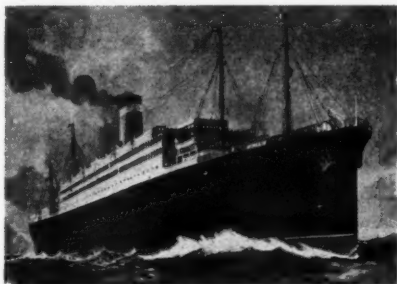
Suppose Smith is getting \$75 a week, and is producing a consistent business of around \$75,000 a year. We will agree that he is not calling, now, on anything like all the dealers that we ought to be selling to, and he is not building up the old ones quite to the extent that we believe he ought. All in all, we feel that he really ought to be turning in yearly at least \$100,000 of business.

What shall we do? Of course it will be assumed that we have done all we can to get Smith to work harder. We have used all the sales managing ability we possess to get him to call on more new dealers, and to call on old dealers more often, and to get him to give more attention to the sales efforts of all his dealers.

WHAT A SWITCH MIGHT DO

Suppose, just for fun, we switch young Jones over to this territory and give Smith a year's vacation, or bring him into the home office for a year—just to get him out of the way while we try an experiment. Young Jones is getting \$40 a week, and is new, and willing to do exactly as we tell him.

Over in this territory, he starts out to work hard—as nearly all new salesmen do. (Of course, we must assume that he has had training enough to know the line and how to present it.) He calls on all dealers to whom we are not



SS Republic—U. S. Lines—sailed January 21st on a 50-day cruise to the Mediterranean and the Holy Land bearing 520 Christian Herald readers and their friends.

More than a magazine— an Institution

Over five hundred Christian Herald readers and their friends are now cruising the Mediterranean on the SS Republic.

The organization of this cruise to the Holy Land is another notable achievement in Christian Herald's record of service to its readers.

Christian Herald

Bible House

New York

GRAHAM PATTERSON, *Publisher*

selling, as well as to those we are selling regularly. He gives his Saturday afternoons to helping dealers start the line. He spends some of his time every evening in writing letters to his dealers, giving them ideas he has picked up along his route and which he thinks will help them increase their sales of our line.

It is assumed that we would not have hired Jones in the first place unless we thought he had good stuff in him, and we wouldn't have sent him out into Smith's territory unless we thought he knew what he was talking about.

Then isn't it likely that Jones, with his new enthusiasm, his unlimited energy, his willingness to forget working hours, and his entire ignorance of dealers "who can't be sold"—isn't it much more than likely that Jones will not only hold the business which Smith has built up, but will add a lot of new dealers, and put pep into a lot of the old ones? Isn't it even probable that he will bring sales up to \$100,000 the first year?

Now even if we give Jones a \$5 raise in about three months, and another \$5 raise in nine months, and bring him to the end of the year with an average salary for the year of say \$47, we have a salary cost of \$28 a week below Smith's salary—or a saving in salary cost of \$1,456 for the year.

But that isn't all, for if Jones has worked as a new man of considerable ability is pretty certain to have worked, and if he has carried out home office orders as new salesmen usually do, then he has increased sales.

Suppose we say that his sales are \$100,000 for the year. That makes his selling cost, in salary, only about 2.4 per cent of his sales, or less than half the selling cost of Smith's salary.

In other words, Smith would have cost nearly \$2,600 more for the same amount of business than Jones has cost. Would it have cost \$2,600 to train Jones in that territory? Even if Smith had quit, or if we had had to fire him, wouldn't it have been good sales management anyway to have made the change?

Often, it is practical to follow the policy used by Macauley at Burroughs of merely transferring men. We cannot make a salesman young again by transferring him to a new territory. Neither can we make him any more willing, ordinarily, to follow home office instructions, or give him any more hours for work.

But we can, by transferring a man to an entirely different territory, get him out of some of the beaten paths he has worn down for himself. He gets away from the old associations. He no longer has the old friends in each town to look up and spend a few hours with. He also, and most important of all, will no longer know what dealers cannot be sold.

SELLING CONDITIONS CHANGE—WHY NOT CHANGE THE SALESMEN?

That was the keynote of Macauley's policy. He found that after a man had been selling adding machines in a given territory for two or three years, he knew a lot of things that weren't true. He knew, for example, that certain offices could never be sold an adding machine. The new man, though, didn't know that these offices couldn't be sold, and so he approached them in an entirely different spirit.

In fact, he often sold them before he found out that his predecessor had given them up. Maybe he even sold a dozen or more of them before he found out that they were on the dead list. By that time, he had lost respect for the ability of his predecessor to decide who belonged on a dead list.

In the same way, the man calling on dealers gradually accumulates a "dead list"—dealers who can't be sold, or who aren't worth selling. Such a list is always changing. The reasons why he couldn't sell them may change without his knowing it—if he doesn't call on them. Or the reasons why he doesn't want to sell them may change. Often, the dealer with the worst credit rating, for example, may be making money, and first thing

(Continued on page 181)



Bill Jones and Tom Brown are
equally matched—they
weigh 122 pounds

See those sturdy muscles swelling to hold that half-nelson on Bill's neck? Know how hard Bill is pushing to overcome that wrestling hold? Well, it's a pretty good amount, for these growing men are a man's equal in everything but years. Ten to one you couldn't hold your own against either of them.

When one or the other is downed, they'll call it a day. Watch 'em walk off the mat. Good-sized guys, those. 122 pounds of active, alert bone and muscle. 5 feet 4 inches high. 16 years old. Two of the best all-around near-men in their high school.

Whatever you make to sell to men, you can sell to the 500,000 readers of *THE AMERICAN BOY*. Bill and Tom are typical of 30 per cent of a growing, product-consuming army reachable directly through the advertising columns of youth's own publication. These near-men shave, play every sport from football to pingpong, eat food by the ton and wear clothes and furnishings by the bushel. They're needing everything a man needs—every day and twice as often. Sell them your product through the advertising columns of *THE AMERICAN BOY*. Copy received by March 10th will appear in May.

The American Boy
Detroit Michigan



THE POPULATIONS of the two cities, Bangor and Lewiston, are equal. On the surface they seem of equal sales importance. Actually, however, Bangor jobs groceries over a trading area almost twice as populous as that of Lewiston. This is one of the surprising points brought out by the J. Walter Thompson Company Trading Atlases.

“Where do my customers buy?”

TWO cities in Maine are of equal population. Yet one of these cities sells to twice as many people as the other!

This is just one of many instances

proving that sales possibilities cannot be estimated by the city population alone. The *trading area* which each city serves is the more accurate measure.

The J. Walter Thompson Company has grouped the entire population of each of the more than 3,000 counties in the United States into trading areas. These areas are determined, not by their *political* but by their *commercial* make-up.

This grouping has already been completed for three fields—drug products, grocery products, and dry goods. The hardware field is now in progress—others will follow.

As a result of this work, many of our clients have been able to direct their sales and advertising activities in a way that secures a more uniform coverage of their market.



J. WALTER THOMPSON COMPANY
Advertising

| | | |
|------------|---------------|--------|
| NEW YORK | CHICAGO | BOSTON |
| CINCINNATI | SAN FRANCISCO | LONDON |

Co-operative Advertising Campaign on Electric Refrigerators

Competing Manufacturers of Electrical Refrigerators Vote Appropriation for Campaign to Start in May

A CO-OPERATIVE market development program was decided upon at a recent meeting, by a group of electrical refrigerator manufacturers and the Society for Electrical Development. The electrical refrigerator companies represented were: Copeland Products Company; Delco-Light Company, manufacturer of Frigidaire; General Electric Company; Kelvinator Corporation; Nizer Corporation and Servel Corporation.

At that meeting an appropriation of \$100,000 was definitely voted for advertising. The advertising will start in May of this year in national periodical space and will be co-ordinated with the advertising of the individual companies represented at the meeting. The advertising paid for out of the \$100,000 appropriation will appear over the name of the Society for Electrical Development. The copy will deal with the broad advantages and benefits of electrical refrigeration in relation to food preservation, convenience, economy and home comfort in general.

Out of this same appropriation will come educational literature suitable for the use of public utilities and other retail outlets that are primarily interested in selling the idea of electrical refrigeration rather than a particular make of machine. F. E. Hazard, manager of the Servel Corporation, is chairman of the advertising committee charged with the direction of this co-operative campaign.

It was also decided at this meeting that all of the refrigerator manufacturers represented should join together in carrying on experiments to determine scientific facts about the preservation of food. An appropriation of \$10,000 was voted for this purpose.

This meeting represents the third time that competing manufacturers in the electrical refrigeration industry have come together. Up un-

til this last meeting the gatherings have been largely for the purpose of getting the competing companies acquainted and bringing about a good feeling and a constructive attitude in the industry. Steps were taken at this last meeting, however, that look toward the formation of a permanent organization which would be known as the Electric Refrigeration Council.

It will be the aim of the Council to foster a spirit of friendly co-operation, both nationally and locally. In particular, it is planned to organize local councils, consisting of branch offices and distributors of electrical refrigerators, to be affiliated with the national body and with the local electrical leagues and clubs. The Council will also promote co-operation with other associations interested in this field and will recommend simplification and standardization of design and terminology in accordance with the recommended practices of the Department of Commerce.

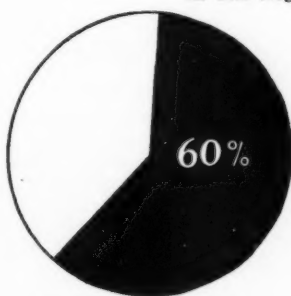
HOW IT STARTED

The movement to organize this new group in the electrical industry was originally started by J. Robert Crouse, who called an informal meeting at Waldenwoods, Mich., in May, 1925, at which the Nizer Corporation was host. E. G. Biechler, president of the Delco-Light Company, next invited the group to meet at Delco-Dells, Dayton, Ohio, in September, as guests of the Delco-Light Company. The recent meeting at Rye, N. Y., was on the invitation of H. G. Scott, chairman of the board of the Servel Corporation. Continuing this custom, A. H. Goss, president of the Kelvinator Corporation, has extended an invitation to the group to meet at Waldenwoods in May, 1926.

A unique feature of the plan to organize the electric refrigerator

How Des Moines' Largest Stores Spent Their Advertising Dollars in 1925

Black section of circles represents proportion spent in The Register and Tribune.



Department Stores

(the 4 largest) spent 60% of their 1925 appropriations in The Register and Tribune.



Furniture Stores

(the 4 largest) spent 75% of their 1925 appropriations in The Register and Tribune.



Men's Clothing Stores

(the 4 largest) spent 77% of their 1925 appropriations in The Register and Tribune.



Women's Wear Stores

(the 5 largest) spent 64% of their 1925 appropriations in The Register and Tribune.

The Des Moines Register and Tribune

manufacturers has been the bringing together of the sales, production, advertising and service managers and other department heads, in addition to the executives of the companies. The men representing each of these functions constitute committees to work out constructive plans for the progress of the industry.

E. G. Biechler, president of the Delco-Light Company, has been elected president of the temporary organization, with an executive committee as follows: W. R. Wilson, president, Copeland Products Company; C. W. Stone, manager, Central Station Dept., General Electric Co.; A. H. Goss, president, Kelvinator Corporation; O. A. Glazebrooke, Jr., vice-president, Nizer Corporation; H. G. Scott, chairman of the board, Servel Corporation; F. M. Cockrell, Society for Electrical Development, secretary.

S. A. Herrick Advanced by Hecker-H-O Company

Sherlock A. Herrick, advertising manager of the Hecker-H-O Company, Buffalo, N. Y., has been appointed manager of sales development, a new department, created to bring about a closer contact between sales and advertising. Harold M. Schmeck succeeds Mr. Herrick as advertising manager. Melbourne P. Harold is assistant advertising manager.

G. D. Buckley with National City Bank

George D. Buckley, formerly president of the Illinois Publishing & Printing Company, publisher of the Chicago *Herald* and *Examiner*, is now with the National City Bank, New York, in an executive capacity. He was at one time president of the Crowell Publishing Company.

Radio Account with Dorrance, Sullivan

The Yahr & Lange Drug Company, Milwaukee, has placed the advertising of its new Super Ball radio antenna with the New York office of Dorrance, Sullivan & Company, Inc. Magazines and newspapers are being used.

Crème Elcaya Account for Lord & Thomas

The Northam Warren Corporation, New York, has appointed Lord & Thomas, Inc., of New York, to direct the advertising of Crème Elcaya, a toilet preparation.

E. T. Welch, President, Welch Grape Juice Company

Edgar T. Welch has been elected president of The Welch Grape Juice Company, Westfield, N. Y., succeeding the late C. E. Welch. John R. Welch is first vice-president and general manager. John F. Welch is second vice-president and secretary and A. Edwin Phillips is third vice-president and sales manager.

Periodical Campaign for Armstrong Women's Shoes

D. Armstrong & Company, Rochester, N. Y., manufacturers of women's shoes, are planning a national advertising campaign, to start this month. Women's publications and business papers, reaching the retail shoe trade, will be used. The Lyddon & Hanford Company, Rochester advertising agency, will direct this campaign.

Atlantic City Newspapers Appoint M. H. Greenwald

The Press-Union Publishing Company, Atlantic City, N. J., has appointed M. H. Greenwald business manager in charge of advertising of the Atlantic City *Press*, *Union* and *Sunday Press*. He was for sixteen years, manager of the special advertising department of the Philadelphia *Public Ledger*.

Paul Block Buys Newark, N. J., "Star-Eagle"

Paul Block, of New York, has bought the Newark, N. J., *Star-Eagle*, of which he has been a part owner for the last ten years. Harry Auth, who has been with this paper for thirty years, has been made vice-president and general manager.

Lionel Electric Train Account for Michaels Agency

The Lionel Corporation, New York, manufacturer of toy electric trains and accessories, has placed its advertising account with the Harry C. Michaels Company, New York advertising agency. Newspapers and magazines will be used.

Mentholatum Appoints Barton, Durstine & Osborn

The Mentholatum Company, Buffalo, N. Y., medical preparations, has appointed Barton, Durstine & Osborn, Inc., New York advertising agency, to direct its advertising account.

Atlantic & Pacific Tea Account for MacManus

The Atlantic & Pacific Tea Company, Inc., Jersey City, N. J., has appointed MacManus, Incorporated, Detroit advertising agency, as advertising counsel.

More Than One Half Million Wisconsin Readers Every Day

Greater Milwaukee "FACTS and FIGURES" Now Ready—

SEND for your 1926 copy of this book to aid you in comparing your sales possibilities in the Milwaukee-Wisconsin market with those of other large markets throughout the country.

Greater Milwaukee "Facts and Figures" will show you why buying power here is at a consistently high point, and how your advertising dollar can be made to yield better than average results in this prosperous and stable market.

Any sales or advertising executive may have a copy on request. The quantity is limited—write promptly, using your business stationery.

The Milwaukee Journal FIRST—by Merit

HARRY J. GRANT
Publisher

R. A. TURNQUIST
Advertising Manager

O'MARA & ORMSBEE, Incorporated
National Representatives

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

Read by More Than Four Out of Five Milwaukee Families

“ G e o r g e

receives more
than 1000 letters
every week from
readers of the
daily Herald
and Examiner

Chicago Herald a

NEW YORK: 1834 Broadway

BOSTON, MASS.

5 Wint

g e t t e ' ' . .

asking for helpful advice about dress.

Woman interest---PLENTY of it.

ld and Examiner

3 Winthrop Square

SAN FRANCISCO: Monadnock Bldg.



Coty, Inc., Doubles Its Schedule in The Photogravure Section of The Chicago Daily News

Coty, Inc., has been a consistent advertiser in the Saturday Photogravure Section of The Chicago Daily News since 1923.

The 1926 schedule calls for minimum space of 10,000 lines, or double the initial schedule of 1925.

In 1923 the photogravure advertising of Coty, Inc., in The Chicago Daily News was 1,960 lines; in 1924, 6,730 lines; in 1925, 7,708 lines.

This increased use of space in the Saturday Photogravure Section of The Chicago Daily News is typical evidence of the growing recognition by advertisers of the selling effectiveness of this Section.

The Chicago Daily News

First in Chicago

POUDRES COTY

*Face Powders and the
Compacts together offer
vice to loveliness. The
giving from the dressing
refining touches to the
— the Compacts in the
gay outside hours. An
is a supreme excellence
to purity, a velvety soft
of texture so appeal
the sense of luxury*

TRUE SHADES

NO. MATERIAL, RUBY, NO. 1
SEE SHL, RACHIL, NO. 1
RACHIL, NO. 1, OCRE
OCRE, RITE AND
— BEAUVÉ —

THE TONGUE OF PERFUME
and new booklet of Coty creations
appealing to all women — on request

COTY
INC.
714 Fifth Avenue, New York
CANADA — 25 MCG College Ave, Toronto



Merchandising Lessons Taught by Prosperity

Important Things for Advertisers to Consider in Light of Present Conditions

An Interview by G. A. Nichols with

Ralph Van Vechten

Vice-President, Continental and Commercial National Bank, Chicago

WHEN, after a period of depression, people again buy liberally and merchandise moves in such volume that manufacturers are oversold, business interests generally conclude that solid prosperity has come. Sometimes they are right. Most certainly they are in the present instance.

But, as is pointed out to **PRINTERS' INK** by Ralph Van Vechten, vice-president of the Continental and Commercial National Bank, of Chicago, it is important that the advertiser should analyze the particular kind of prosperity with which he and the rest of the country may be blessed at the moment.

One reason for the analysis is that in determining the extent of its soundness he can make his plans confidently and without hysteria or undue enthusiasm. The second reason is that if the period of prosperity is the logical outgrowth of economic conditions, some of the things that brought it about constitute principles that he ought to use in carrying forward his business so as to rise as fully as possible to his newly-found opportunities.

What are some of the fundamental things that have enabled distributing and retailing interests

to accentuate and intensify the effects of renewed or restored popular buying power—and which now apparently indicate that the most fruitful epoch advertising ever has known is just ahead of us?

Among others, at least two are outstanding:

Individual investments in merchandise are smaller than formerly and sales volume is larger.

And even though buying power is back and people want much merchandise, selling is not easy. Competition is as intense as ever, if not more so.

First in importance, Mr. Van Vechten would place the apparent lack of disposition or necessity to hoard commodities and the

tendency of prices to hold at the present level. In other words, the newly-formed habit of buying "small and often" which admittedly has swept the country has brought about an exceedingly healthful and happy condition. This in turn has kept inventories down with a resulting decrease in borrowed money necessary and consequently a saving in interest. Also, while real estate and securities have soared, the price of merchandise has remained fairly stable. When prices represent actual, rather than inflated values then volume grows. Volume is the force that, developed

In the present era of prosperity, which he declares to be without any serious flaw, Mr. Van Vechten sees as contributing factors certain basic merchandising principles which every maker, distributor and seller of commodities should clearly visualize at this time. If they helped create the vastly improved situation, it stands to reason that they should be used by the wise merchandiser in bringing his business fully into line. Thus, he will be able to build constructively and to escape at least a fair proportion of the potential dangers that a return of "good times" inevitably brings.

to the utmost, can reduce prices rather than raise them and at the same time make more money for the manufacturer and for everybody who has a hand in selling his goods.

A striking example of this is to be seen in the 1925 reports of certain great distributing units, including the retail mail-order houses.

Mr. Van Vechten was having lunch recently with A. S. Scott, treasurer of Montgomery Ward & Company. Mr. Scott told him a story of achievement that is at once inspiring and surprising—not so surprising, either, when one considers that its causes are altogether natural.

In 1920, Montgomery Ward & Company carried an average inventory of \$40,000,000 and the sales volume for the year was \$112,000,000.

During 1925, Ward's sales volume jumped up to \$184,100,000 and the average inventory was only \$26,000,000!

"When jobbers and retailers some time ago began buying goods oftener and in smaller quantities," said Mr. Van Vechten, "some manufacturers thought, or at least said, that it was due to newly acquired conservatism or perhaps fear. There probably was an element of caution in it. For the sake of argument we may even say that the trade more or less drifted into this kind of buying as a safety measure without fully realizing what it was all about. But, as a matter of fact, it came because it was right and truly economic.

"Another feature which is a vital element in abiding prosperity is that speculation in merchandise is stopped, or at least lessened, and this causes prices to remain stable. Under the old system there was a considerable speculative element in buying. And this in turn disturbed the equilibrium of prices. If commodity prices should materially advance, this would be a warning which all of us should heed. Security and realty prices may soar but let us all hope that this does not foretell a similar inflation in commodity prices to fol-

low later. No banker can afford to be anything but an optimist when it comes to the long swing of things, but we watch closely the trends of business as affected by inflation and speculation. Looking at the kind of buying the country as a whole is doing today, it may be safely assumed that commerce and industry are now being so wisely and conservatively conducted that any disturbance coming from over-expansion in other lines will only temporarily affect general business.

"It is due largely to increased efficiency in transportation that retailers and others are not obliged to carry relatively as heavy stocks of merchandise as formerly. In improving their facilities so as to give quick service, the railroads of the country have done something greater for our general economic advancement than many of us realize."

It would be remarkable indeed if this favorable condition of which Mr. Van Vechten speaks should not produce the sharpest kind of competition, which of course is just what it has done. Mr. Van Vechten sees in some directions, however, a tendency to ease up a bit in selling because of the fact that people are buying readily.

KEEP AT IT

"This is a serious mistake at any time," he says. "A consistent and sufficient advertising program, conservatively and safely laid out to extend over a period long enough to gain the cumulative effect, is an essential part of the business-building program of anyone who realizes that advertising cannot yield its best when spasmodically applied. Steady and never-ending sales effort is just as necessary, for this reason, in prosperous times as in others.

"Competition has multiplied during the last few years. The new system of buying and distributing merchandise has, almost overnight, produced the keenest lot of sellers that America has ever seen. Everybody is realizing that profit is gained not entirely through buy-

ing merchandise but in selling it as well. Quick selling then is the universal goal. The outcome is that in most lines selling competition today is as energetic as it would be if the demand were light instead of heavy and if the country were in financial straits instead of being prosperous.

"Forceful selling therefore is needed now for immediate needs. Likewise this is the time of all times to do intelligent advertising to prepare against the needs of tomorrow.

"Ample sufficient evidence of the value of building for the future, during times prosperous or otherwise, is seen today in the clearly manifested value of good-will and established trade-marks. These are benefits that cannot be built in a day. The manufacturer whose advertising program has brought him up to the present opportunity with widespread good-will and consumer acceptance for his branded merchandise is naturally going to get the larger share of the benefits restored prosperity is going to bring. We are going to be reminded of this repeatedly and forcibly from now on."

BUILD FOR THE FUTURE

In the clearly apparent genuineness and solidity of the prosperity that now has come upon the country, Mr. Van Vechten sees added incentive, for the manufacturer and everybody else concerned in the selling of merchandise, to get an accurate viewpoint on present selling essentials—also to build broadly and constructively for the future. Selling practice, in its main aspects, is theoretically the same whatever the season or condition. Nevertheless, when an advertiser can look ahead over any considerable period and see abundant promise for business, he is only doing the altogether human thing in proceeding more confidently and putting more earnest thought and effort into his business building.

Mr. Van Vechten's analysis of present selling conditions would seem to do away with the fallacy that selling achievement is now

easy and more or less of a detail. His views in this respect are fully confirmed by other leading authorities with whom this writer has talked. But he also believes that business, if it is conducted in accordance with the foregoing, can hardly help being highly prosperous for a considerable time to come. He bases his thought not on mere surface indications but on certain business fundamentals that are unfailingly accurate as indicators.

"The steel mills are consistently and steadily busy," he says, "with orders booked for a long time ahead. This shows that industrial enterprises are active and healthy.

"The record-breaking building program all over the country is being pushed ahead unabated. There is some little indication that certain communities have grown just a bit too fast in building. New York, for example, has overdone the apartment hotel proposition to an extent. But in general, construction work, including road-building, is going along steadily. This means plenty of work at good wages and a regular demand for material from a long list of manufacturing enterprises.

"The railroads likewise have prospered and expanded. During 1925, freight and passenger business gained in such heavy volume that facilities and equipment were being worked to the utmost, to the practical elimination of waste. While the first two weeks of this year showed a smaller number of freight cars loaded than during the corresponding period of last year, the third week showed slightly more cars loaded than in the same week in 1925, and the indications are that the tendency is upward.

"Agriculture is rapidly growing out of its difficulties. The farmer continues buying in liberal fashion and paying for what he gets. He has come back in a way to contribute materially to the country's prosperity and in turn to get his full share of the attendant benefits.

"We hear a great deal of talk these days to the general effect that farm prosperity is more or

less imaginary after all. These assertions come in a way that causes one to doubt the sincerity of the persons promulgating them. Take the present agitation in the Central West, notably Iowa, about corn. We are told that Iowa is suffering and banks are failing because the surplus in corn production has beaten down the price. The Iowa farmer feeds most of his corn. He does not ship to market to exceed 15 per cent of it except on the hoof, which means that he receives a much larger return than he would by selling the raw material. Agitation about corn prices may make good political capital but it does not get very far with people who know the facts.

"The present corn crop has had nothing to do with breaking Iowa banks. The trouble out there was caused by rash speculation in farm land, the alleged value of which was inflated beyond all sense and reasons after the war. These paper valuations would not stand up when the time of deflation came, and some of those who financed the transactions had to go down accordingly. Land speculation is on the wane, I am glad to say, and this is another important thing that makes present prosperity sound.

"Money for legitimate business enterprises is plentiful and rates are low. From present indications this will be the condition for a long time to come. It is hardly likely that there will be any forthcoming bull movement sizable enough to make money rise appreciably, but interest rates should average higher than in the previous year.

"Under these conditions, it is only logical that merchandising is going ahead with such pleasing immediate results and with promise of an extremely favorable outcome to the manufacturer, distributor or retailer who will get fully into the swing of things, clearly understand the make-up of the situation and put forth a selling effort in a way that will produce cumulative results.

"It is idle to prophesy when a great securities market shall have

run its course, when a boom based on unproductive real estate will collapse or when the demand of commerce and industry for credit will begin to assert itself much more strongly than at present. It is well, though, to bear in mind that a surplus of credit is more difficult to handle and sometimes more dangerous than a deficit. In this connection, our huge stock of gold with its enormous potentiality would be a menace far greater than an inadequate supply of the metal if it were not for the control exercised by the Federal Reserve System.

"During such a period of buoyancy as the one through which we are now passing it is good to know that, by proper methods, business can exercise at least a partial control over its future."

Bausch & Lomb Advancements

M. Herbert Eisenhart, who has been with the Bausch & Lomb Optical Company, Rochester, N. Y., for the last ten years, has been elected vice-president, succeeding George N. Saegmuller.

The following members of the company have been brought into active executive management: Joseph H. Hamerle, Carl S. Hallauer, Theodore Drescher, Carl S. Bausch and J. F. Taylor. Edward Bausch, vice-president, will have charge of the general management of the business and will be assisted by Mr. Eisenhart.

Campaign Planned for Stained Glass Windows

The George Hardy Payne Studios, Paterson, N. J., is planning to conduct an advertising campaign on stained glass windows, which it makes. Architectural and denominational publications will be used. The New York office of the Bellamy-Neff Company, advertising agency, has been appointed to direct this campaign.

Smith & Wesson Appoint Mason-Sullivan

Smith & Wesson, Inc., Springfield, Mass., manufacturer of revolvers, has placed its advertising account with Mason-Sullivan, Inc., New York advertising agency.

"Photoplay" Advances Catherine Dougherty

Catherine Dougherty has been appointed secretary and assistant treasurer of *Photoplay* and *Opportunity*, both of Chicago. She has been with *Photoplay* for the last eleven years.

The Philadelphia Bulletin's Progress

Among all of the newspaper developments in the United States during the last thirty years none stands out as conspicuously for sheer merit of legitimate performance like that of the Philadelphia *Bulletin*.

Starting in 1895 with 6,317 circulation, the *Bulletin* has grown to a sale of 524,662 a day without resort to any other device than the printing of the best newspaper that could be turned out. Here is the table of progress:

| | | | |
|------|---------|------|----------|
| 1895 | 6,317 | 1911 | 253,565 |
| 1896 | 33,625 | 1912 | 281,285 |
| 1897 | 59,281 | 1913 | 291,868 |
| 1898 | 113,973 | 1914 | 326,714 |
| 1899 | 112,970 | 1915 | 356,531 |
| 1900 | 124,855 | 1916 | 402,644 |
| 1901 | 130,084 | 1917 | *367,766 |
| 1902 | 130,439 | 1918 | 430,614 |
| 1903 | 144,375 | 1919 | 448,126 |
| 1904 | 182,904 | 1920 | 488,687 |
| 1905 | 211,134 | 1921 | 494,629 |
| 1906 | 222,480 | 1922 | 493,240 |
| 1907 | 241,400 | 1923 | 505,035 |
| 1908 | 240,797 | 1924 | 518,357 |
| 1909 | 249,811 | 1925 | 524,662 |
| 1910 | 244,063 | | |

* Price advanced to 2c a copy.

The Philadelphia *Bulletin* stands as the shining example of the fact that it is not necessary to use sensational headlines, and colored printing to sell a meritorious product to the American public.

It provides practically one hundred per cent cover of the homes in its city, does not seek sale outside the legitimate local trading market, and sells its advertising at the lowest rate per line per thousand of unduplicated circulation in the world.

While certain of the other big sellers of the day seek to put over an inferior product by forced draught methods, the *Bulletin* goes quietly on its way to greater and more worth-while achievement strictly on lines of accuracy, sanity, and sound service.
—*Advertisers' Weekly*, January 23, 1926.



Aeolian Hall
New York

The AEOLIAN COMPANY

*Foremost Makers of Musical Instruments
in the World*

AEOLIAN HALL, NEW YORK

Aeolian Hall—fountain of inspiration—gathering place of music lovers—source of harmony—creator and distributor of fine musical instruments.

The Aeolian Company's growth and development has been due to the merit of the instruments it produces—the distinguished character of the instruments it distributes—its unvarying policy of fair, liberal dealing—its ability to offer exceptional values—its method of selling that guarantees one price, the lowest possible price, to each and every customer.

Aeolian Hall, the home of the famous Duo-Art, reproducing the actual playing of great pianists, and sales salon for such artistic products as Steinway Duo-Art and Steck, Stroud and famous Weber Pianos. In keeping with progress this institution has also come to be a leading distributor for Radio Corporation of America products.

The Aeolian Company records 1925 as the most successful year in its business history—a great sales volume in pianos—long strides ahead in sales of Radio.

The greatest of all assets of The Aeolian Company is not in its buildings, its branch houses throughout America, and in London, Paris, Melbourne, Sidney and Madrid

NEW YORK EVE

*The largest evening newspaper circulation in America—3c a copy
daily—5c on Saturdays*

The AEOLIAN COMPANY
has advertised consistently in the
New York Evening Journal
for 15 consecutive years

—or in the rich appointments of its salons—or in its large stock of high grade instruments. Its greatest of all assets is the unexcelled Good-Will it has created over a long period of years in serving the public.

Throughout the years the good-will building policy of The Aeolian Company has been propagated through regular, consistent use of direct and institutional advertising—as distinctive, individual and commandingly attractive as the merchandise it featured.

The Aeolian Company started to use the New York Evening Journal back in 1910 and for 15 consecutive years has regularly, consistently and intensively cultivated the largest evening circulation in America.

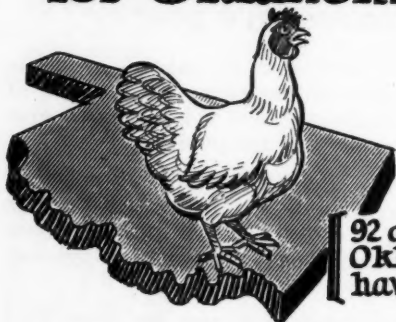
For 27 consecutive years the New York Evening Journal has maintained the largest evening circulation in America—and at 3¢ a copy. For many years the New York Evening Journal has led all New York newspapers in Musical Instrument Advertising—in 1925 printing more than all the other evening papers combined!

The Aeolian Company, selling Upright Duo-Art Reproducing Pianos from \$695 up and Grand Duo-Arts from \$1875 up, proved for itself that a home circulation as large as the New York Evening Journal offers, reaches every level of purchasing power. Other advertisers selling high grade merchandise may well profit by these long years of proven experience.

NING JOURNAL

DOUBLE the circulation of any other New York evening paper
PLUS 100,000

WANTED Food and other poultry supplies for Oklahoma chicks



**92 out of every 100
Oklahoma farmers
have chickens ~ ~**

THE picture tells the story. Oklahoma's poultry flock is of gigantic proportions, totalling 11,614,851 by the 1920 census, and with every indication pointing to the fact that 1925 figures will show a healthy increase. In the last census year Oklahoma exceeded California in number of chickens raised by over 30%. Here in Oklahoma more than 92 out of every 100 farmers are actual prospects for the poultry supply advertiser. These farmers receive each year approximately \$9,556,000 in extra money from sales of chickens and eggs.

Oklahoma farmers need chick feeds, oyster shell and other poultry supplies . . . And what's more, they have the money to buy them in big quantities! The Oklahoma Farmer-Stockman is Oklahoma's own and only farm paper; through its more than 160,000 dominant circulation you can influence the buying decisions of Oklahoma farm folks!

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm. Mgr.

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

Fuller Advertises Its Nation-Wide Laboratory

Housewives' Testing Bureau, in Operation Two Years, Now Becomes a Talking Point in the Advertising

By Everett R. Smith

The Fuller Brush Company

RESEARCH into readers' habits, investigations of sales possibilities, methods of trying out sales plans and sales campaigns, have all been worked out with a considerable amount of success. But less attention has been paid to that very important factor as to whether the product itself, will meet with the approval of the public.

The instance is recalled of a well-known make of automobile which had to replace a very important part in all of its cars of a new model. There are other instances of articles from automobiles to monkey wrenches, which have been placed on the market and then had to be recalled because they were not fundamentally right or acceptable to the consumer when it came to actual use of the product.

The majority of products seem to be worked out in the laboratory of the manufacturer and then placed upon the market with all confidence that they are right. Unfortunately, it is too often true that a product which works properly in the laboratory or in the factory testing room will fail entirely to come up to the normal requirements of the home.

The Fuller Brush Company, because of its method of selling

direct to the consumer, is particularly sensitive to the reactions of the housewife toward its products. The company salesman calls at the home and sells one of the brushes. A few months later, he



142 WOMEN-critical, experienced housekeepers, test FULLER BRUSHES

Besides the exhaustive laboratory tests that every FULLER PRODUCT receives in our DEVELOPMENT AND EXPERIMENTAL DEPARTMENTS, each product is subject to thorough study and experience by the 142 housewives of the FULLER HOUSEHOLD TESTING BUREAU

The staff of the Fuller Household Testing Bureau, across the country, in every state are a group of these 142 critical, experienced housekeepers always in contact with the Fuller organization to test the Fuller Brushes may be described as even greater emphasis.

This same quality will ever be offered to you by the Fuller idea could it be that the greatest test of these experienced women. In the privacy of their own crystal homes they subject each Fuller Brush to the same, never can and about this it will ever remain in your hands.

Old as well as new Fuller Products are constantly under their best observation. The Testing Staff is always alerting to improve them. After the slightest detail of any Fuller Product is ever left to chance or is always

Each brush is the result of FIRST, and for the brush tested by thousands of Fuller Housewives a million of homes SECOND, many factory tests and laboratory experience THIRD, and the result of study by the 142 critical, experienced housekeepers of the Fuller Household Testing Bureau.

FULLER BRUSHES

SIMPLIFY THE BUSINESS OF HOMEKEEPING

SHOWING HOW THE PRODUCT IS TESTED NEARLY ALWAYS MAKES GOOD ADVERTISING COPY

calls again at the home and if that product falls short in the slightest respect—not of ordinary usefulness, but of coming up to the limit of the customer's expectations—the salesman is going to hear about it very emphatically. That complaint is going to travel

back to the home office of the company, growing rapidly through every stage of the return journey.

How to obviate the possibility of this occurring and how to assure itself that all new products will be absolutely acceptable and 100 per cent right when used in the home, was a problem.

For two years, the Fuller company has been using a method which has been absolutely and entirely successful. It is interesting to note that the only exceptions to entirely successful acceptance of any new company product during this time has been on items which had not followed completely through this new plan.

The line comprises a total of more than seventy-four distinct household articles or tools and is constantly being added to. While certain models are gradually eliminated, there are anywhere from three to six new items added each year. A system which is so nearly fool-proof that all the new items added in more than two years, and which had passed the test of this system, were found to be absolutely and completely successful is worth noting.

Ideas for new Fuller brushes or cleaning utensils of various types come in several ways. One of the most fruitful sources of ideas is the suggestions of several million women on whom the company's salesmen call in the course of the year. These suggestions are all passed on to the home office, where they are considered and discarded or investigated, as the case may be. Then, of course, there are suggestions from many other sources both within and without the company, as well as many suggestions from the company's own experimental and development department.

Whatever the suggestion, it is considered by a representative of the sales department and if it seems at all worth while, it is brought before a committee consisting of this representative of the sales department, of the vice-president in charge of production and of the vice-president in charge of purchases and supplies. If the idea seems practical and

worth while, it is then referred to the company's experimental and development department. It is there worked up, tested and tried out very thoroughly. If necessary, testing machines are especially built to give the product a test under usage harder than it would receive in the home. If the product is found to fulfill a real purpose for which nothing already exists, and fulfills it satisfactorily, it is further studied by the development department to make it as simple and practical as can be.

When the new item finally is entirely acceptable to the development department, it is again brought before the new products committee. It may go back to the development department again with further suggestions by the committee, but when accepted by the committee, instructions are given for about 150 samples of the new product to be made up.

So far the procedure is very similar to that of almost any company. It is at this point, however, that the new plan as worked out has proved so valuable.

IDEA STARTED TWO YEARS AGO

Over two years ago the company conceived the idea of making actual tests in the home. It decided that the only way to find out whether a product really fulfills a need in the home was to try it out in the home.

Consequently, careful search was made until a sufficient number of representative homes, scattered throughout every State in the Union and the Provinces of Canada, was listed. These are typical ordinary homes. The housewife is a woman of average intelligence or better, a good housekeeper and one very much interested in using improved and better means of homekeeping. The proposition is put up to her of becoming a member of the Household Testing Bureau. Others who meet the very strict standards of the bureau have been added until today the Household Testing Bureau consists of 142 housewives scattered throughout the United States and Canada. They are all

You don't know their names, but *we do*

THESE 127,872 subscribers to The Indianapolis News. Just people. Just ultimate consumers. You don't know their names, their ages, their sex, their color, the kind of a house they live in, their likes and dislikes, their habits, their intellectual attainments, their good qualities—or bad. You don't really know very much about them except that they're consumers. *But we do.*

When you write to them, you visualize some such personage as "John or Jane Publick," "Andy Consumer," or a "butter and egg man," but unless you have lived with them as neighbors, friends, competitors, acquaintances and kinsmen, as we have, your visualization of these Hoosier folk must be a little blurred, soft-focused, as it were.

Now, that doesn't mean that you may not effectively run the same consumer copy in Portland, Indianapolis, Joplin, or Mobile. But it does mean that the copy must have the local touch, the flavor of the native soil, the atmosphere of the place, to get over. Obviously it is an impossibility to localize every piece of national copy. But the me-

dium can and will do that for you. That's the medium's responsibility.

We know our Indiana people. We surround your copy with news of Indiana people, or world news written by and for Indiana folks—or with local advertisements reeking with local color, written by Hoosiers who are professionally adept at writing copy to extract dollars from fellow-Hoosiers. Provincial? No—*human!*

We localize your copy for you, not by changing a jot or tittle of it, but by publishing it in a newspaper we know Indiana people like, a newspaper that we are editing and printing just for them. The proof that we know what they want, and can give your copy a Hoosier entree into Hoosier minds, is the fact that more Indianapolis people buy and read The News every day (and on weekdays they have three papers from which to choose) than they do even the Sunday paper which is the only one offered them on Sunday.

And to prove that we do produce results for advertisers—The News carried more advertising last year than both other Indianapolis daily newspapers together.

The Indianapolis News

experienced housekeepers, running their own homes. They are not homes of the most expensive type, nor the cheapest type, but good average American homes. These women are naturally inclined to be a bit critical. They have been made clearly to understand that the company desires criticism, not mere praise.

The new product, then, when the samples are made up, is submitted to each one of these housewives. With her sample she receives a letter, telling the purpose for which the new product has been made and pointing out the points at which it may fail to live up to expectations. Tests are suggested to her which will be unusually severe. She is asked to use it in the regular course of her household duties and use it severely.

The sample is then left with her from one to two months, or even longer, depending upon the type of article and how frequently it would normally be used in the home.

After that test period has elapsed, a questionnaire is sent to each woman on the list of Bureau members. This questionnaire asks her pointedly in regard to every possible feature of the brush. It requires her judgment on a great number of points as to whether it is good or bad, and why. She is asked whether it is good for the purpose intended and also whether it is the best type of article she has ever had for that purpose. She is also asked whether she thinks it is as suitable as could be for that purpose, and she is particularly urged to give further suggestions for the improvement of this brush. In addition to that she is asked for what purposes she used it and told that any suggestions she may have for other uses for this brush or modifications of it will be welcome.

It is not at all unusual for these reports to result in considerable changes being made in the item. Sometimes it is found that the item is better adapted for some other special use than the one for which it was intended. That is

not at all usual, but has been known to happen.

This testing under actual use in the home is critical and severe, and in every case an article which has passed it has been found to be a success when put on the market through the Fuller sales organization.

Also, from this Household Testing Bureau are received many suggestions and points which prove wonderful sales arguments in regard to the new product. There are suggested many incidental uses for the product which are exceedingly valuable and become wonderful sales helps to the men in the field.

These suggestions are all passed along by Fuller salesmen to the customers when the new brush is described to them. So is built up a great field of usefulness for the brush in addition to its original and primary purpose. It is not unusual to give the men in the field suggestions for fifteen or twenty additional secondary uses for the new item. This means that the customer gets that much more value out of the new product and is consequently better pleased and satisfied with it.

This plan has been continued with exceptional success for more than two years. The Fuller Brush Company has now decided it is time to tell the world about it and has made it the subject of an advertisement which appears in the March issue of a woman's magazine. The advertisement is shown with this article.

It is felt that this advertisement will add to the prestige of Fuller products and still further build the confidence of the housewives of the nation in those products.

Thus we see how an attempt to safeguard the company from putting out products which might not prove satisfactory, has finally turned also into a definite asset on which the company is cashing in in a big way through national advertising.

F. G. Yalden has joined The Harry Porter Company, New York advertising agency. He will be in charge of production.



FEET THAT ARE SMART AND COMFORTABLE

LENORE, there's not a shoe but that Tom might believe the shoe is with him, but he's not.

Thinking, Len, she turned to the pretty girl in the hat and said:

"Don't you think I was pretty well for a young girl?"

"A regular!" After was established.

"Yes... I know I said I had been very good. I do discover I was wearing the wrong shoes. She told me that once she wore Pedemodes had never known a single foot ache."

"With those morning pumps you wore in the dance last night Pedemodes?"

"Yes... that's the best part of them; they're the most comfortable shoes I ever wore, but they have a way of supporting your feet that's simply wonderful."

"The girl you told me... I've always thought you had to be a mother to be so fashionable! Well, you give us some more shoes when we get to be a mother!"



Remember your feet,
and when you are
going out in the
evening, wear
the shoes that will
keep you comfortable.

Pedemodé
Shoes for Women

Remember your feet,
and when you are
going out in the
evening, wear
the shoes that will
keep you comfortable.



The Pedemodé Shop
30 E. Madison St., Chicago

Chicago: 30 E. Madison St.
New York: 100 N. 4th St.
Boston: 100 N. 4th St.
Philadelphia: 100 N. 4th St.
San Francisco: 100 N. 4th St.

Pedemodé Shop
320 Fifth Avenue, New York

New York: 320 Fifth Avenue
Chicago: 30 E. Madison St.
Boston: 100 N. 4th St.
Philadelphia: 100 N. 4th St.
San Francisco: 100 N. 4th St.

The Pedemodé Shop
100 N. 4th St., Chicago

Chicago: 100 N. 4th St.
New York: 320 Fifth Avenue
Boston: 100 N. 4th St.
Philadelphia: 100 N. 4th St.
San Francisco: 100 N. 4th St.

JULIUS GROSSMAN, INC., BROOKLYN, N. Y.

Every-issue Advertisers in Vanity Fair

The inexhaustible purchasing power of the fashionable woman is worth cultivating constantly. Every month, the patronage of Vanity Fair's feminine readers is being influenced in favor of Pedemodé Shoes.

VANITY FAIR

One of the Condé Nast Group
All members of the Audit Bureau of Circulation

audited circulations and the unaudited statements of individual publishers. They know that concentrated circulation in any given market is the very crux of any newspaper's advertising value precisely as wide-spread national circulation is essential to a magazine that is to cover the national field.

Knowing these things and having access to the sources of information upon which to base their selections of advertising media for the Cincinnati market, the publishers who cultivate this market place twice as much display advertising in the Times-Star as they place in both morning newspapers combined. For every five inches they place in the second afternoon newspaper they place eight in the Times-Star.

This is perfectly logical, because the purpose of their publicity is to increase their own local circulations — to sell more of their publications in the Cincinnati market and thus increase the value of their advertising space to those of their advertisers who aspire to create a more favorable local background for their national advertising.

TIMES-STAR

Member Audit Bureau of Circulations

In NEW YORK

The World's Greatest Market

In January, 1925

- 1 Times
- 2 World
- 3 Eagle
- 4 Journal
- 5 Herald Tribune**
- 6 Sun
- 7 American
- 8 Evening World
- 9 Telegram
- 10 Standard Union
- 11 News
- 12 Post
- 13 Brooklyn Times
- 14 Mirror
- 15 Graphic

In January, 1926

- 1 Times
- 2 Herald Tribune**
- 3 World
- 4 Sun
- 5 Eagle
- 6 American
- 7 Journal
- 8 Evening World
- 9 News
- 10 Brooklyn Times
- 11 Post
- 12 Telegram
- 13 Standard Union
- 14 Mirror
- 15 Graphic

In January, 1925, the New York Herald Tribune was in fifth place in total volume of advertising carried by New York newspapers. In January, 1926, it held second place, carrying 1,718,884 lines.

Second position was attained by the Herald Tribune for the first time in October, 1925, and held every month since.

New York Herald Tribune

First to Last—the Truth: News—Editorials—Advertisements

We Can't Always Prove the Sum, Mr. Hopkins

Advertising Is Not Yet an Exact Science

By S. Roland Hall

WITH most of the conclusions in Claude Hopkins' interesting article in *PRINTERS' INK* of January 28, I am in enthusiastic agreement. That is, if his recommendations are to be confined to the classes of products he uses as examples. Soaps, cosmetics, foods, medicines and other commodities that Mr. Hopkins has marketed with remarkable success lend themselves admirably to coupon inquiries and to sampling and free-trial plans. So do many more products that he has not attempted to list.

In his earnest and convincing description of methods he has used successfully, however, Mr. Hopkins seems to have overlooked laying down some important qualifications. I am moved to make some observations on the subject he has opened. Some of my comment will relate directly to points he advanced. Other comments will be offered, neither in support nor controversion of Mr. Hopkins' argument, but as experiences or suggestions of my own that are brought to mind by what he has written.

Last week, I sat in the conference room of a good-size national advertiser—one who does business to a noteworthy extent by mail-order methods but who does a much larger business through a specialized sales force under his direct control. Several years ago, this advertiser departed radically from his direct appeal to the consumer and introduced a new style of page copy that gave prestige or "atmosphere," as we advertising men say, to the sales representative. My reference isn't to the Real Silk Hosiery Company, but the appeal of the copy was not unlike that of the Real Silk company, which devotes as much space to creating prestige for the sales

representative as to giving information about the product of the advertiser. Young men are the consumers of the product of the advertiser I refer to. This new form of advertising incorporated a certain minor appeal to young men but had a more definite appeal to employers of young men—was designed to open, for the advertiser, the doors of institutions employing groups of young men.

After much discussion, it was decided that coupons should not be used as a feature of this new and impressive advertising. The striking messages were to be broadcast on the air, as it were, without any means of checking up. As everybody in the advertiser's organization thought well of this new form of appeal, the advertising campaign was launched on faith, and all slept well.

NOBODY WAS SATISFIED

Today, the consensus of opinion in that advertiser's circle of executives is that the campaign fell short—that it was a serious mistake to omit the coupon—that sustained attention might have been secured even from busy employers had there been some offer of literature that touched the problems that employers have with their young men, and a coupon to make the requesting of this literature easy. The sales representatives in some quarters believe that the campaign had a helpful influence. Sales representatives in other quarters are not sure. The business has its ups and downs anyhow, and so it is not conclusive to hold that good business totals in some quarters during the period that the so-called "institutional advertising" was running could be attributed largely to the atmospheric appeal.

In other words, the executives of that organization today have to

guess that possibly their expenditure of some \$80,000 in a new form of copy came back in part, though probably not in whole. Nobody knows, and nobody is quite happy. As a result, any new institutional advertising for that concern will carry the familiar coupon, or maybe special forms of coupons. Everybody in this organization understands that these coupons on institutional copy may not provide a complete or even a 25 or 50 per cent check on the value of the advertising, but the daily bunch of slips with names on the dotted line will at least be straws to show whether the wind blows ill or well.

I have some sympathy with the fears of many publishers about "coupon copy" or "inquiry copy"—which they usually, with imperfect phraseology, call "mail-order advertising." Some are dreadfully afraid that advertisers will learn that at least here and there the gum on the wrapper of the publication isn't broken, or that the publication receives scant attention. Coupon advertising may, in truth, be very far from mail-order copy. When I managed the advertising department of a cement company, our advertising produced in one year from farm papers and newspapers more than 10,000 inquiries from people interested in making concrete improvements. These folks asked for the practical service sheets and the 112-page illustrated concrete construction handbook of the Alpha Portland Cement Company, and 65 per cent of them told what improvement they had in mind building. We did not sell these inquirers a pound of cement by mail. The inquiries were turned over to Alpha dealers and prospective dealers just as soon as the inquirers had been furnished with full information. There wasn't a single follow-up, the advertiser having demonstrated that on inquiries of this type a follow-up system wasn't practical except in very exceptional cases. But the coupon plan did several things, namely:

(1) Showed whether or not the advertising possessed real appeal.

(2) Gave some idea of the relative

pulling power of the different publications used.

(3) Told the advertiser what improvements people were most interested in building the cement way.

(4) Provided something tangible to turn over to dealers. And, by the way, the original inquiries were in most cases forwarded to the dealers. We found that dealers were more impressed by seeing the original letter from John Jones, R. F. D. No. 6, their county, and seeing what John said he was interested in planning than to get a postal card notification from the cement company to the effect that "John Jones is interested in concrete building. Please co-operate by getting in touch with him."

Not so long ago, I had a publisher of a technical magazine raise a healthy row because I scheduled with him a page carrying a coupon. Heavens, his readers never did such childlike things as cutting coupons from advertisements. Of course, they read every issue of his magazine religiously, almost slept with the current copy under their pillows, but they were real business men and rarely answered advertisements. They got additional information and bought in the usual way—from supply houses, etc. But the client and I soothed the excited gentleman, and the page, offering a trial pound of a technical product for a laboratory or work-shop test, was printed. The result astonished even the publisher. There was a steady run of *bona-fide* inquiries. *One inquiry came that was worth the cost of the entire year's campaign in that paper.*

But, Brother Hopkins, not every product can be sampled, sent on free trial or demonstrated as you have indicated and as I have indicated in one of my examples. What will do for Palmolive soap and Trang Donuts can't be applied to Baldwin locomotives and Ingersoll air compressors, nor even to Multigraphs, Burroughs adding machines, investment bonds or Standard dictionaries. Yet people buy these things freely, largely because of advertising. Isn't that printed salesmanship? If not, I don't know what it can be.

Sometimes, of course, we can send a salesman to demonstrate these higher-priced products. Even so high priced an article as the Franklin automobile is featured by

The daily average
net-paid circulation
of the Chicago
Evening American
for January, 1926,
was

487,433

which exceeded
that of the second
Chicago evening
paper by

77,025

an offer of a demonstrating ride of a hundred miles or more, and probably that offer has been instrumental in making many sales. None of us is likely to disagree with the conclusion that when free demonstration or free inspection of goods is a feasible thing, it is good merchandising to make this part of the advertising appeal and plan. It isn't always feasible, however. I am in touch with a concern right now that is selling many of its machines—costing from \$750 upward—to Great Britain, Japan and South America. Obviously it can't sample, and shipments on approval would not be practical. The machines are sold outright, through advertising alone. That kind of advertising is salesmanship, as I see it.

It strikes me that Mr. Hopkins throws some confusion into the general understanding of advertising when he argues that "Among beginners, the general understanding of advertising is salesmanship in print." We must assume that his definition of advertising is that it isn't "salesmanship in print," although just before giving the opinion quoted, he tells us that, after understanding certain principles *"We sold in three years over a million carpet sweepers by mail."* I call a million sale a fairly convincing demonstration of the selling power of advertising.

May I, as a former teacher of advertising, venture to throw a little light on this more or less general confusion about the function of advertising. On one hand, we have men like Mr. Hopkins apparently denying that advertising is salesmanship in print, and on the other hand some vehement advocates arguing that if advertising isn't salesmanship it isn't anything worth mentioning.

As I see advertising, it may be effective *telling* or effective *selling* by means of *printed word and picture*. And its selling function may be the whole job or only part of it. When the telephone company uses advertising to acquaint us with its progress and its place in the community, it isn't selling us anything directly, that is, un-

less you call "convincing" by the name of selling, which from a broad point of view is defensible. It is just telling us something, as a preacher or editor would, in order to mold our views.

If we argue that advertising cannot sell completely, it is sufficient to point to the enormous yearly total of Sears Roebuck & Company, Montgomery Ward & Company, National Cloak & Suit Company, Charles Williams Stores, Frank E. Davis, American Wholesale Corporation, and others. These well-known concerns have demonstrated the tremendous power of periodical advertising, catalogue advertising and letter advertising to effect sales *without the slightest aid from oral or face-to-face salesmanship*.

ADVERTISING BREAKS THE ICE

But while advertising may often do the whole job of selling, may interest, convince and bring the actual order by mail, telephone or otherwise, it more commonly performs only part of the function of selling and leaves part of the job for the person who exercises or practices oral salesmanship. To put it another way, advertising often merely breaks the ice for the sales representative—whether he be retail dealer or special salesman, provides "consumer acceptance," as we say nowadays.

Mr. Hopkins would agree, I am sure, that it is folly to apply the method that would be successful in the case of hair tonic or complexion soap to James dairy barn equipment.

He is absolutely right in holding that in all kinds of campaigns the advertiser should make a test before going ahead on a broad scale; that is, if there is any possible way of making a test that will throw advance light on the advertiser's problem. Unfortunately, there is no way of making a conclusive test on some kinds of advertising. He who has the magic secret of doing this has the making of a big fortune in the palm of his hand.

Much advertising must be done on sheer faith and courage and

Don't be a Playwright



certain playwright once said that he worked seven years on a play—three months writing it, and six years and nine months selling it.

When ANYTHING is manufactured, the job is only half done—next comes distribution and sales, and between the two comes advertising—the only known force that moves goods off the dealers' shelves, out of the dealers' sales-rooms into the possession of consumers.

And since advertising is based on current needs, advertisers must keep abreast of the times; they must find and develop new markets.

There are more than 2,000,000 homes in the new market created by TRUE STORY—the market that everyone is talking about and that far-sighted advertisers are cultivating.

We call this original market "The Necessary Two Million+" because it IS necessary to advertisers who would reach the greatest number of potential customers—and it DOES consist of more than 2,000,000 people who buy TRUE STORY on the newsstands each month.

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

PICTORIAL REVIEW

Largest Circulation of Any Woman's Magazine

THE WOMEN'S MAGAZINES have now issued their circulation statements for the last half of 1925.

For the last five months of the year, PICTORIAL REVIEW'S average monthly net paid circulation is higher than that of any other woman's magazine. It has a substantial lead over its nearest competitor, and it leads the other women's publications by a margin of hundreds of thousands.

For the last three months of 1925, PICTORIAL REVIEW'S average net paid circulation is over 2,400,000 copies per issue. (We now have final figures—only estimated figures were sent to the A. B. C. for the months of November and December.)

If circulation figures are of interest to you, the above facts show PICTORIAL REVIEW'S dominating position.

IF the kind of circulation a magazine has is a factor in your considerations, a publication's methods of obtaining its circulation are the real index to circulation quality.

PICTORIAL REVIEW secures its circulation under the most stringent methods; without cut rates, without installment clubbing, without premiums, without extraordinary commissions and bonuses to canvassers, and *only at the regular advertised subscription rates*. **PICTORIAL REVIEW** sells at a fifty per cent higher price, both single copies and yearly subscriptions, than its nearest competitor, the Ladies' Home Journal.

In the quality of its literature, **PICTORIAL REVIEW** is pre-eminent. For the ninth consecutive year, Edward J. O'Brien, Literary Critic of the Boston Transcript, ranks **PICTORIAL REVIEW** far ahead of all other women's magazines in his yearly short story review for the year 1925.

FOR over three years, thirty-nine consecutive months, **PICTORIAL REVIEW** has had a net paid circulation of over 2,000,000 copies *each and every month*—a record never equalled by any monthly magazine. A. B. C. figures will show this.

With over 2,400,000 net paid copies, our excess circulation is over 200,000 per month above the circulation on which our present rates were based.

AMERICA'S LEADING WOMAN'S MAGAZINE

Lowest Milline Rate in America

on an OPTIONAL combination basis
available in Kansas City ONLY in the

JOURNAL - POST

Evening
156,308

and

Sunday
170,509

Combination
326,817

40c.

An agate line

Advertisers should sell in the rich
Kansas City territory at the LOWEST
MILLINE RATE—

\$1.22

On evening and Sunday combination,
based on Standard Rate and Data
figures, at 40 cents a line.

Merchandising co-operation given ad-
vertisers. Includes letters to trade,
surveys, publicity in our monthly Trade
Builder—11,000 copies sent to mer-
chants in greater Kansas City.

Optional Combinations—Any Calendar Week

| | | |
|---------------------------|---------|-----|
| Morning and Evening . . . | 302,086 | 40c |
| Morning and Sunday . . . | 316,287 | 40c |
| Evening and Sunday . . . | 326,817 | 40c |

| | | |
|-------------------|---------|-----|
| Morning | 145,778 | 25c |
| Evening | 156,308 | 25c |
| Sunday | 170,509 | 30c |

(Publisher's Statement of Sept. 30, 1925)

Kansas City Journal-Post

Lorenzen & Thompson, Inc.

Chicago

New York

San Francisco

Seattle

can never be proved in cold figures. I, for one, am utterly weary of this talk now current among advertising men of "taking the chance or gamble out of advertising" and this advice that we should always use "invest" and "investment" in speaking generally of advertising expenditures. There are a few advertisers, it is true, whose use of advertising space, method and material can be so nearly valued that they can defend the use of the words "invest" and "investment." I know one or two in this group. But a large part of advertising expenditure cannot be properly valued until the advertiser is either successful or goes broke. We advertising men know that there is a big list of advertising failures. Why attempt to hide the truth? The sane business man knows that often—I might safely say "usually"—a new advertising campaign is, like the extension of production facilities, a justifiable gamble but one that may perchance turn out badly. We who are the friends of advertising may be its worst enemies if we try to make it appear that advertising, as a whole, is down to such cock-sure principles that even young solicitors scarcely beyond twenty-one, who never had the spending of an advertising appropriation in their lives, may glibly and safely talk about "investment in our space." It's time enough to say "investment," when experience has shown what the purchase has brought.

I produce certain products of my own, as well as advertise the products of others. I have to do experimenting, and some of my experiments are failures. Through many experiments I have found methods that are fairly successful. Every man who has an interest in manufactured products knows this to be true. Let us not be afraid to tell advertisers generally that they must do certain experimenting, which will cost money, in order to find which are the successful methods.

I can see, as Mr. Hopkins relates, that in many cases the requested sample has greater potentiality than the unrequested sample.

But the Shredded Wheat Company and others have distributed samples, unrequested, for many years and apparently found the method a successful one. It is difficult to lay down a rule that works the same way with all kinds of products. Wrigley might have a hard time getting millions of people to request samples of his chewing gum. It costs some advertisers as much as a dollar or two to get people to ask for a sample. Fearful, isn't it, that getting attention for even an offer of a sample should be so costly, but we must face the facts as advertisers have found them.

IS ADVERTISING A GAMBLE?

A large advertising agency recently argued in a general-medium page that "advertising is not a game or a gamble." It didn't even qualify to the extent of saying that "advertising, as we plan it, has game or gamble almost entirely removed." I remonstrated with the agency—told its principals that I believed an unfortunate impression would be made.

The agency executive who answered could not concede my point. He replied:

"As you and we know, advertising is too frequently practiced as a game or gamble, but this misuse does not, in our judgment, establish the incorrectness of our statement that advertising itself is not a game or a gamble."

An adroit reply. To paraphrase, "Advertising in itself is certain. It is just our misuse that makes things go wrong."

By this reasoning, there is no game or gamble in medicine and surgery. One needs only 100 per cent knowledge of medicine and anatomy and infallible judgment. Then, the treatment or the operation is bound to be right.

But who has 100 per cent knowledge and the infallible judgment in the medical world, the legal world or the advertising world? Don't we invite laughter if we intimate that we have it? The Supreme Court of the United States is kept busy upsetting or sustaining decisions based on law

that is represented by a wealth of recorded rule and precedent.

It happens that I was the owner of a small amount of stock of a company advertised by the agency to which I refer. The advertising was fine, in my judgment, and I had faith that the campaign would pull the advertiser's sales up. But at the end of a year's work by the agency the company in which I was a small stockholder went into bankruptcy without a dollar for the owners. This wasn't the fault of the advertising agency, I am sure. There was a chance that vigorous advertising of the right sort would save a concern that had slumped badly, and also a chance that it wouldn't. But I am equally sure that this old and experienced advertising agency didn't say to the advertiser at the beginning of the advertising campaign:

"Gentlemen, this advertising we have planned for you is all that it should be, but it won't be effective enough to save you. At the end of this year you are going into bankruptcy."

Such exact knowledge and such power of prophecy would indeed remove all "game and gamble" from advertising. We haven't gone that far in advertising. There is as yet an element of gamble and adventure in most advertising campaigns, as there is in most selling campaigns.

You may produce another portable typewriter. It may be a fine little machine, with distinctive features. You may have every figure that is worth anything from the experience of other concerns that have sold portable typewriters. You may have a dozen Sherlock Holmes sleuthing the field for you, and a score of wise, brow-furrowed statisticians and analysts sweating for you. All of us believe in this thorough digging up of available facts. We want to eliminate all the uncertainty that can be eliminated. That's only ordinary business sense. But when all has been said and done, you can't be sure that a new force that you will engage to sell your machine will be able to duplicate what

others in the field have done or surpass the record. Nor can you be sure that you can get the same advertising results. To some extent, your campaign is one more test or experiment, and it must stand on its own. If you are a reasonable man you won't expect certainties.

Several years ago, a long-headed business executive said to me, when I inadvertently used the word "invest" in reference to advertising:

"You advertising men have a language of your own, haven't you? You talk smoothly about 'investing' when no one has ever been able to show us even approximately the value of advertising to our business. We keep on advertising but the real benefit is a matter of considerable doubt. We do our advertising on mere faith and must keep on doing it that way."

Since then, I have been exceedingly careful about the use of "invest" and "investment" in talking about advertising.

WRITTEN AND SPOKEN SALESMANSHIP

Selling experience may have done wonders for Mr. Hopkins, but for the life of me, I can't understand why advertising men so generally refuse to see the difference between written salesmanship and spoken salesmanship. I know men who are almost wizards in the art of selling by means of printed word and picture but who haven't the temperament to sell anything by the oral-presentation method. Frank Crane said he never could sell goods by personal canvass. I doubt that Arthur Brisbane could. Either could star as a writer of printed salesmanship if he cared to. The temperament for aggressive personal, or face-to-face, salesmanship is of an entirely different sort from that required for written salesmanship. Most real selling work requires that a man have the nerve to force himself and his views on people who do not wish to see him or hear his story. Many men of pronounced persuasive ability lack the confi-

The Detroit News Led In Advertising Every Sunday

Besides Leading By 140% Week Days

| Date 1925 | News | Second Medium | News Lead |
|----------------------|------------------|------------------|------------------|
| January 4th | 9,379 Inches | 7,762 In. | 1,617 In. |
| January 11th | 9,872 " | 8,393 " | 1,479 " |
| January 18th | 13,240 " | 12,123 " | 1,117 " |
| January 25th | 10,670 " | 7,297 " | 3,373 " |
| February 1st | 10,151 " | 8,173 " | 1,978 " |
| February 8th | 11,076 " | 8,106 " | 2,970 " |
| February 15th | 11,333 " | 8,581 " | 2,752 " |
| February 22nd | 11,287 " | 8,707 " | 2,580 " |
| March 1st | 11,292 " | 10,238 " | 1,054 " |
| March 8th | 12,628 " | 9,611 " | 3,017 " |
| March 15th | 12,082 " | 9,018 " | 3,064 " |
| March 22nd | 12,963 " | 9,969 " | 2,994 " |
| March 29th | 13,943 " | 9,599 " | 4,344 " |
| April 5th | 13,898 " | 10,258 " | 3,637 " |
| April 12th | 12,316 " | 10,270 " | 2,046 " |
| April 19th | 13,956 " | 9,608 " | 4,348 " |
| April 26th | 13,169 " | 10,466 " | 2,524 " |
| May 3rd | 14,840 " | 12,316 " | 2,524 " |
| May 10th | 13,701 " | 10,052 " | 3,649 " |
| May 17th | 13,823 " | 9,267 " | 4,556 " |
| May 24th | 12,441 " | 9,838 " | 2,603 " |
| May 31st | 9,619 " | 7,850 " | 1,769 " |
| June 7th | 13,458 " | 9,753 " | 3,705 " |
| June 14th | 12,172 " | 8,624 " | 3,548 " |
| June 21st | 10,994 " | 8,308 " | 2,666 " |
| June 28th | 11,205 " | 7,825 " | 3,380 " |
| July 5th | 6,441 " | 5,662 " | 2,900 " |
| July 12th | 10,422 " | 7,522 " | 2,900 " |
| July 19th | 9,517 " | 7,611 " | 1,906 " |
| July 26th | 10,399 " | 6,951 " | 3,448 " |
| August 2nd | 10,377 " | 8,216 " | 2,161 " |
| August 9th | 9,466 " | 6,965 " | 2,501 " |
| August 16th | 10,836 " | 7,353 " | 3,483 " |
| August 23rd | 10,289 " | 8,002 " | 2,287 " |
| August 30th | 11,805 " | 7,912 " | 3,893 " |
| September 6th | 7,892 " | 6,932 " | 960 " |
| September 13th | 12,902 " | 8,736 " | 4,166 " |
| September 20th | 13,133 " | 9,818 " | 3,315 " |
| September 27th | 13,331 " | 9,376 " | 3,955 " |
| October 4th | 13,362 " | 10,270 " | 3,092 " |
| October 11th | 13,479 " | 10,020 " | 3,459 " |
| October 18th | 14,119 " | 9,618 " | 4,501 " |
| October 25th | 13,531 " | 10,097 " | 3,434 " |
| November 1st | 14,852 " | 11,680 " | 3,172 " |
| November 8th | 14,004 " | 10,155 " | 3,849 " |
| November 15th | 14,293 " | 10,703 " | 3,590 " |
| November 22nd | 13,472 " | 10,918 " | 2,554 " |
| November 29th | 14,008 " | 9,774 " | 4,234 " |
| December 6th | 14,410 " | 9,601 " | 4,809 " |
| December 13th | 17,734 " | 12,855 " | 4,879 " |
| December 20th | 15,807 " | 8,375 " | 7,432 " |
| December 27th | 7,333 " | 5,568 " | 1,765 " |
| TOTAL | 632,739 " | 472,702 " | 160,037 " |

The Detroit News

Detroit's HOME Newspaper

dence, courage or desire to press themselves into personal interviews. If selling experience is the chief thing needed to make a man efficient in written salesmanship, why aren't all good face-to-face salesmen crackerjack advertising men? I pause for an answer!

Let's be logical. As the pen is mightier than the sword, so may it—on many occasions and in many enterprises—be mightier than the voice of either the orator or the star salesman. It can put a message before millions while the owner of one voice talks to one hearer, a dozen hearers or possibly an audience of a few thousand.

Right you are, Brother Hopkins, in holding that demonstration is often the most efficient part of face-to-face selling, but don't overlook that, in those cases where it is not practical to demonstrate the advertised article before attempting to conclude the sale, illustration may be used as a substitute for demonstration. *Illustration may be a picture of demonstration*—not quite as good as actual demonstration but the next best thing and sometimes the only thing we can well do.

Men sometimes say that "advertising alone cannot sell" a certain product; that all it can do is to interest the consumer and send him to a dealer to look at the article. May the saints preserve us! I call the job of halting and interesting the consumer and sending him to a dealer to say "Show me" the most difficult and important part of many selling jobs.

Association of Missouri Newspapers Formed

An organization to be known as the Missouri Associated Dailies was formed at a recent meeting at Kansas City, Mo., which was attended by representatives of about twenty-five dailies.

W. C. Van Cleave, publisher of the Moberly *Monitor-Index*, was elected president; Fred Naeter, editor of the Cape Girardeau *Southeast Missourian*, was chosen vice-president, and Mitchell White, publisher of the Mexico *Ledger*, was named secretary-treasurer.

H. MacDonald, formerly with J. B. Rathbone, publishers' representative, Montreal, has joined the staff of National Publicity Ltd., of that city.

Foreign Trade Convention at Charleston

The thirteenth annual convention of the National Foreign Trade Council will be held at Charleston, S. C., on April 28, 29 and 30. James A. Farrell, president of the United States Steel Corporation and chairman of the council, will speak on "The Foreign Trade Outlook."

Group sessions will be held in co-operation with the American Manufacturers Export Association, the National Association of Credit Men, the Export Managers' Club of New York and national advertising, banking and importing organizations.

Salt Lake City Campaign About to Start

It is planned to start the 1926 advertising campaign of the Salt Lake City Chamber of Commerce at once. About \$40,000 has been appropriated for newspaper and magazine space and about \$8,000 for booklets and pamphlets. The money was raised by public subscription last November. The L. S. Gillham Company, Inc., advertising agency, will direct this campaign.

Hawaii to Co-operate with Pacific Coast Campaign

The Hawaii Tourist Bureau will participate in the Pacific Coast campaign to stimulate travel westward, according to Harold Carey, publicity director of the Seattle Chamber of Commerce. The bureau has adopted a budget of \$1,000,000 to advertise Hawaii.

S. P. Newton with Edwin G. Booz

S. P. Newton, formerly secretary and treasurer of Williams & Cunningham, Inc., Chicago advertising agency, has become associated with the Edwin G. Booz Surveys, also of Chicago. He had been with Williams & Cunningham for thirteen years.

Strathmore Appoints Sales Promotion Manager

Ebbert M. Hughes has been appointed sales promotion manager of the Strathmore Paper Company, "Mittineague, Mass. Fred E. May, who has been engaged in sales promotion work for the last year, is now a member of the sales staff.

Estey Account for Pedlar & Ryan Agency

The Estey Company, Philadelphia, manufacturer and distributor of pianos, has placed its advertising account with Pedlar & Ryan, Inc., New York advertising agency.

Why Pay More For Gravure Coverage?

AT the basic rate, it costs 52 cents per line in *THE SUNDAY WORLD* GRAVURE to reach 100,000 New York City homes.

The same service costs 91 cents in *The Times* and \$1.02 in *The Herald-Tribune*!

If economy is good in one department of a business, it ought to be just as good in the Advertising Department. There is no reason why the selling of merchandise should be governed by a different business code than that which governs the making of it.

This big "swing" of from 39 to 50 cents per line in costs might conceivably make or break a New York Gravure campaign.

The  World

*The Three-Cent Quality Medium of
America's Greatest Retail Market*

PULITZER BUILDING, NEW YORK
TRIBUNE TOWER, CHICAGO



The Sort of Farms *Country Gentleman* Subscribers Live On

5030 *Country Gentleman* subscribers who answered a recent questionnaire reported ownership of something more than a farm apiece—to be exact they owned 5191 farms.

12.3 per cent of these farms were *more than 500 acres*—although in the whole United States only 3.3 per cent of all farms are this size.

Only 20.8 per cent of *Country Gentleman* farms are less than 50 acres—although 35.7 per cent of all farms in the country fall in this classification.

All of which is worthy of serious thought on the part of any manufacturer who is seeking a medium through which to reach farm families with more than average purchasing power.

Incidentally the circulation of *The Country Gentleman* today is in excess of 1,100,000.

The Country Gentleman

The Modern Farm Paper

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago,
Boston, San Francisco, Detroit, Cleveland



PAUL JONES WAS RIGHT

America's first naval hero said: "If you want a thing done, *go*; if not, *send*."

You must sell the women if you wish to market your product in farm homes. Then why talk exclusively to the men and expect your sales message to be relayed?

The straight line is the shortest path. Bring your product to the direct attention of farm women through the only magazine edited exclusively for them. More than 800,000 readers.

Be a "*goer*", not a "*sender*".

THE FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.,
307 N. Michigan Ave.
Chicago, Ill.



Eastern Representatives
Wallace C. Richardson, Inc.,
250 Park Avenue
New York

Members Audit Bureau of Circulation

How to Distribute Retail Sales Manuals

A Complete Plan Successfully Used by a Large Manufacturer

By Ruth Leigh

RECENTLY, a well-known national advertiser prepared a rather complete sales manual, intended for retail saleswomen. When the time came to circulate the manual, an intensive study was made of ways and means of reaching the salespeople.

The first question that arose was: "Shall we give these books away free or shall we make some charge for them?"

Both policies were considered and this conclusion was finally reached: It is better policy to give away an educational manual of this kind, even though there is some risk of its being treated carelessly and indifferently by salespeople. This is particularly the case because the product in question is sold by women. A retail salesman is likely to spend fifty cents or a dollar for a course because he sees a business future before him. The average retail saleswoman, however, is not likely to be interested in her business future.

The advertiser who thus analyzed this question, added, however: "If we do give our retail sales manuals away free, we're certainly not going to scatter them broadcast. We'll hold them back somewhat and go slowly with our distribution, so that stores will not get the idea that the manuals are too easy to get."

In other words, this manufacturer decided to make salespeople ask for these manuals, rather than mail them out freely to its general list of saleswomen.

THE FIRST STEP

The first step was to have store officials become familiar with the book, so that they would know what this manufacturer was doing to get its product more intelligently sold over the store's counters. As the sales manager of this con-

cern expressed it: "If we merely send these retail sales manuals to the girls in the stores, the books may or may not be read, and store executives are hardly likely to see them. It is important, therefore, in addition to having our literature in the hands of the salespeople, to have the store officials know of our endeavors to train these people. In that way we will get the executive's good-will as well as any credit due us for our attempt to make better salespeople. Also, salespeople will regard the book with more serious consideration, if the buyer, the merchandise manager or the store's president recommends it."

It was decided to send out two groups of letters: One was sent to its regular list of dealers, signed with the general company signature. The other letter was addressed to a carefully selected list of store officials including presidents, merchandise managers and department buyers. This letter was signed by the president of the company, and its main purpose, which, incidentally, it accomplished, was to get executive recommendation for the sales book.

Here is the letter that went to the company's general list of dealers:

Dear Sir:

(Name of Company) have just issued a booklet which in reality is a sales manual for retail clerks dealing with the subject of "How to Sell" written by, a member of our staff, and we are taking the liberty of forwarding one of these books to you, with the hope that you will take just a few moments of your already busy day and scan the pages of this book and note how it treats on everyday problems and how specifically these problems are handled.

The book is published by naturally in the interest of selling our products, but the book also is written in a very broad-gauged way. We mean by that, the principles which apply to selling our products also apply to every

other commodity sold in a retail store. The reading of this book by a sales clerk insures a liberal selling education.

Too often merchandise of merit is taken into a retail store, placed in the department, and put on sale in a very perfunctory manner without any attention being given to the matter of the proper instruction to the salespeople on how to sell it.

These books are issued by to sales clerks everywhere who will ask for them, and our keen desire is that those who receive the books will be more valuable to themselves and their employers and to society as a whole by reason of having read them.

Yours very truly,

The letter sent to a selected list of merchandise men and other executives, and signed by the president of the company, follows:

Dear Sir:

May I take this opportunity of presenting to you, with our compliments, a copy of a recent publication by a member of our staff.

For some time, (name of company), along with other manufacturers and merchants, has been aware of the fact that there are a great many improvements possible in selling, by more specific instruction of salespeople.

This little book contains concise information on how to properly sell (name of product) of which there is quite a lack of specific information. It really does more than this; it treats on the method of approaching and handling customers; human nature in selling; and, in short, I believe it will be interesting to the merchant himself, as it applies not only to selling our product, but to anything that might be sold by a store-keeper.

We realize that every merchant, in the running of his store sales, is obliged to delegate the responsibility of selling to his salespeople. In presenting this booklet, we offer the opportunity for specific instruction to such salespeople. We issue this book to those who ask for it, with the belief that if it is used by such salespeople, they will become more productive to themselves and their firm by reason of having read it.

Yours very truly,

The response to both letters astonished even the officials of the concern that sent them out. The special letter, addressed to the carefully-selected list of store executives brought an enthusiastic flood of replies to the company's president who had signed them. Letters of congratulation; letters expressing appreciation of the manufacturer's interest in helping his dealers; letters asking for quantities to be distributed to salespeople—incidentally, these

were considered as most important, because when a store official sends for educational literature to be handed to salespeople in a given department, it is certain to be read by them.

After stimulating the interest of those higher up in this educational literature, the manufacturer's next step was to put the manual directly in the hands of the saleswomen behind the counters. As stated, it was decided to make salespeople ask for these books, rather than to send them out broadcast. This was done through the company's monthly educational bulletins that go to a list of about 3,000 retail saleswomen. With each bulletin, a regular Government postcard, addressed to the home office, was enclosed. On the face of this card was shown a cut of the book, with a brief description, and space for saleswomen to fill in name, address and store, prior to returning it. The response—about 50 per cent—was excellent, considering that they were returned by retail saleswomen who, on the whole, are not readers nor personally ambitious.

Subsequent bulletins sent to these saleswomen contained announcements of the retail manual, and urged those who had not received their copies to send for them. Thus, requests were received for several months following.

It is important to point out here to other manufacturers who plan to send educational material to retail salespeople that there are various methods of getting literature directly in their hands. First you can build a mailing list of salespeople and send your material to their homes. The advantage of doing this is that they read it during leisure hours at home when they have more time and can, perhaps, give it more undivided attention. The disadvantage of mailing literature to the homes of salespeople is that many stores have a rapid labor turnover, and you are likely to have many "dead" names on your list, because you have no way of check-



Indeed Interesting

Make a Note of This

The biggest advertisers in the New Orleans newspapers are the six leading Department Stores: D. H. Holmes Co., Maison Blanche, L. Feibleman & Co., Marks Isaacs Co., Krauss Co. and Chas. A. Kaufman Co., Ltd. Their expenditures are made with thorough knowledge of local conditions, and on basis of maximum results.

It is worth noting, then, that in 1925 these six department stores used more columns of display advertising in The Times-Picayune than in any other New Orleans newspaper.

Here are the figures:

| | <i>Lines</i> | <i>Columns</i> |
|--|--------------|----------------|
| The Times-Picayune (morning and Sunday) | 2,705,963 | 9,664.15 |
| The States (evenings and Sunday) | 2,353,026 | 8,403.66 |
| The Item (evenings and Sunday) | 1,948,595 | 6,959.25 |
| The Tribune (week day mornings) | 836,833 | 2,988.68 |

The New Orleans Times-Picayune

Member 100,000 Group of American Cities, Inc.

General Representatives:

Cone, Rothenburg & Noe, Inc.

Pacific Coast Representatives:

R. J. Bidwell Co.

ing up on those who leave a store's employ.

The second method is to send your literature to salespeople in care of the store. This is all right, if the store permits it. Some stores refuse to have salespeople receive personal or business mail at the store, and in that case, you are obliged to resort to the third method of getting your literature to salespeople; that of sending a quantity to the buyer, to the floor manager, to the superintendent, or to the aisle manager, for distribution to salespeople in the given department. This is an excellent method, provided your salesman or some representative of your company makes a personal contact with whoever distributes these manuals, and explains their importance, to be sure they reach the right saleswomen.

The next step was to get distribution in a more direct way, through traveling salesmen who have personal contacts in the stores.

The company sent each traveling salesman the following letter:

This letter brings to you an advance copy of the manual, (name of book and author).

This manual is recommended to you for careful study. In editing the book and collaborating with (author) on this subject, every one of us here at the office has learned something. That gives me the courage to say that every one of you gentlemen on the road can learn something out of this book. If you master and memorize the material in this book, you will be a mine of information for department heads and you certainly can assume a positive instead of a negative tone wherever you go.

This represents one of the best efforts which we have put forth in printed matter as related to our product and not that alone, but as related to any other product that your customers may have to sell. The underlying principles of retail selling and the approach to make a retail sale are exactly the same no matter what the commodity is that may be sold. This book is full of information which is priceless and is the retail experience of numbers of merchants. Get the most out of it.

And now we wish to ask you finally to do one thing. This book is so valuable that we do not care to send it out indiscriminately. We mean by that, we don't want to take our mailing list and just send out the book, but we want to be exact about it to this extent. We want you to send us a list of the store executives whom you think should get

this book from us with a personal letter. When we have something unusual, an innovation in itself, we can do much for you in the way of selling your house to your customers and we would like to do it.

We want your assistance. Send in the list as soon as possible.

After this letter, the traveling salesmen were sent a supply of the manuals. The writer observed a few sales representatives of this company using the sales manual in direct contact work.

One salesman makes it a point always to keep three or four books in his coat pocket. (An argument for having sales manuals of pocket size, about the proportions of *PRINTERS' INK*.) As he waits for a buyer, or chats with salespeople during his visits, he will say: "Oh, by the way, have you seen the new booklet we've issued?" If the saleswoman says "no," he whips a copy out of his pocket, hands it to her and says: "Here it is. I'll leave it with you so you can read it. You'll get a lot out of that book; it's going to make sales for you."

After all the original methods of distribution were completed, the company let the matter rest for about six months to give salespeople a chance to read the manual. It was then considered an opportune time to start pushing it again. The next distribution plan, therefore, was a direct announcement to retail salespeople to the effect that "those who were disappointed in not receiving their copies of (name of manual), will be glad to know that a new edition is now ready, and will be sent on return of the enclosed postal." A Government postcard was again enclosed with a monthly educational bulletin, and again the returns were surprisingly large. It was believed that this second announcement reached new saleswomen, or those who, in six months, may have been transferred. In any event, a complete distribution of the manual was effected.

"The Mentor" Increases Size

The first issue in its new size, 8½ by 11½ inches, of *The Mentor*, appeared with the February number.



HE'S A BIG MAN

He enters his office and takes command

AND the wheels of the particular industry he guides hum under his direction. A man of sound judgment. A man who buys a great deal both for himself and for the business of which he forms so important a part. *A man who must buy in order to sell!*

There are 213,000 like him who recognize *Nation's Business* as the authoritative voice of American business. It is a medium of horizontal communication that passes through the verticals of all business.

Over 53,000 subscribers are presidents of business organizations!

The readers of *Nation's Business* form the most notable representation of business men in the world! Men who know that *all business is interrelated!*

Isn't it important for you to have your message reach them?

MERLE THORPE, Editor

NATION'S BUSINESS



Published Monthly at Washington by the Chamber of Commerce
of the United States

Mr. Cincinnati



**Imagine handling
\$4,200,000,000 a year!**

A staggering sum, yet it is estimated that Mr. Cincinnati Business Man handles this amount—\$4,200,000,000—every year. He controls more than 18,000 business enterprises; he serves a trading area conservatively estimated at a million people.

THE CINCINNATI

"Goes to the home,

In
bo
the
We
Bus
but
Wi
tac
mo
fath
cre
peo
ind
the
But
all
and
thi
driv
Sym
pris
with
The
cou
pref
pen
repo



Business Man

... a modern empire builder

In the mushroom cities and boom districts of the country they call him "conservative." Well, perhaps Mr. Cincinnati Business Man is conservative, but, nevertheless . . .

Without the aid of a spectacular product, such as the motor car or oil, he and his father and grandfathers have created a city of a half million people; they have built up industries known throughout the world.

But Mr. Business Man is not all business. He has his clubs and his sports. He is in the thick of every charitable drive. The May Festival, the Symphony Orchestra—enterprises like these would fail without his support.

The Daily Enquirer is, of course, Mr. Business Man's preferred newspaper. He depends upon it for market reports and business infor-

mation. He enjoys its sport section—its thorough coverage of every kind of news. And he likes the hour it is delivered to him. Like his breakfast coffee, it is an excellent tonic to start the day with.

It goes without saying that Mr. Business Man does not make or sell all the things he needs for his own comfort and happiness. His wants are limitless; he must dress up to his position in the community; his home and family must reflect his prosperity. Again, Mr. Business Man is, after all, very much like his own customers; an attractive announcement of good merchandise appeals to him as it does to them.

See to it, then, Mr. Advertiser, that your announcements are published where Mr. Business Man will see them—in The Enquirer!

I. A. KLEIN
New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles



ENQUIRER

stays in the home"

**For no other
reason
except public demand
for our kind
of a newspaper
the circulation of
the Detroit Times
is on another
spurt upward--
but even with this
"bulge" we cannot
cover the
Greater Detroit
market alone--
no one paper can.**

Every Letter Deserves an Answer

How Procter & Gamble Turn All Sorts of Grist into the Leaven of Good-Will

By Roy Dickinson

UP in an attic, with the rain pattering on the shingles outside, there is a sweet, white-haired old lady. Lying on the floor around her are parts of her life. A baby's shoe, a lock of hair, a packet of yellowed letters tied with a blue ribbon. Over the little scene hovers the fragrance of lavender and old lace. In a reminiscent and romantic mood she puts the things back again in their old boxes, deciding not to throw any of them away, and goes downstairs with the copy of an old magazine. Looking once more at the love story which induced her to keep it all these years, she observes again the advertising pages, and sees there the familiar faces of several household friends. She tears out several of these advertisements and writes a friendly letter to the manufacturers telling them all about her attic experiences.

I don't know what reply she receives, if any, from the others, but in a very short time she gets a letter from the makers of Ivory Soap full of friendliness and thanking her for her thoughtfulness. It is a definite part of the company policy well worth the attention of every national advertiser.

Nothing which comes into the Procter & Gamble factory is considered a "nut" letter, unworthy of a friendly reply. Everything from the letter from the man who thinks he is the first to discover that he can shave with Ivory, to one from the lady who believes she has met personally at her summer cabin the only mouse which ever consumed a cake of the soap which floats, is given careful attention and a courteous answer based upon a definite plan. The reply must fit the consumer's letter intelligently, in friendly, informal manner, and also a way must be

found adroitly to say something about the product itself which registers a good impression.

Hundreds of people do find old advertisements and send them in. Each receives a friendly reply which also contains a paragraph to the effect that such an interesting incident reminds one again that while whims and fashions may come and go, the quality of Ivory Soap keeps constant throughout the changing years. Mrs. Davis of Okmulgee gets such a letter from the company, shows it to her friends, and one letter builds much local good-will. The boy at high school who has been asked to write a thesis on profit sharing plans and asks the company for help, gets a letter based upon one in the company book to the effect that the company is sending him material from which he will be able to prepare his thesis.

A TYPICAL ANSWER

The letter points out that the company has four specific plans instead of one contractual agreement with its employees that work as a formula or panacea in all emergencies and under all conditions.

These four plans—profit sharing, the employees conference committee, the pension and benefit, and the guarantee of employment—are briefly mentioned, a copy of each plan enclosed and the booklet called "A Trip to Ivorydale" is also included. This last, so that the thesis writer may secure "enough local color to picture the atmosphere and locality in which these four plans work, and to save him from merely an academic attitude toward the provisions of the plans." In this case the booklet gets over the story of the product and the high school boy becomes one more focal point of good-will. The company has

helped him accomplish a task of importance to him and has been friendly about it.

The Procter & Gamble replies are not form letters. They are rather crystallized thoughts on many subjects. Letters which have pleased people who asked unusual questions and made all sorts of suggestions become the models to fit similar cases.

Consider again the matter of Ivory Soap as mouse food. That, strange as it may seem, is a usual letter. The company can confidently count upon such letters a few arriving in April and gradually rising to a peak of scores during June and July. For these letters start arriving at the time summer cabins or camps begin to be opened. The discovery is made that mice or chipmunks have eaten a quantity of Ivory Soap. "Wouldn't Procter & Gamble just love to know about that?" these campers ask themselves, and sit down to dash off an exciting nature story on the subject, with the feeling of a John Burroughs. The company neither files these letters nor intimates to the man that he is number 12,956 who has made the same discovery. Instead, he receives a letter much like that sent the first man who wrote in on the subject, but edited to fit the circumstances. If it is a woodchuck, caught in the act of biting into the Ivory instead of a suspected rat, or if Mrs. Davis of Lake Hopatcong thinks the company owes her \$500 for an advertising suggestion on the habits of mice and the purity of Ivory, the letter is changed to fit the case. But in each letter is the adroit paragraph, this time mentioning the fact in jovial manner, that the company has often heard of mothers who had to substitute other soap for Ivory when it became necessary to use it as a punishment mouth-wash. A fine chance to get the purity idea firmly fixed and the company doesn't let it slip by.

Then there are the letters always received in such large numbers by advertisers from people who think they can improve the advertising or who criticize it.

Little Victor Marburg of Escanaba, Mich., in the fifth grade at Webster School writes a three-verse poem on why he likes Ivory. Mother and Aunt Mary think it is lovely and send it on to Procter & Gamble. Or an older poet writes one which he offers to the company for \$100 cash. Little Victor who sends his free and the older poet who wants real money both get a letter based upon the following model which, by the way, contains some good material for other uses as well:

We should like you to know how much we have enjoyed your verses on Ivory and that we appreciate what you have done immensely.

It is a pity that there is no opportunity for us to use them, for verses do not fit into Ivory Soap advertising as it is now executed. Please understand that we have enjoyed seeing them no less on this account, and that our not being able to use them is in no way a reflection upon them.

Ivory Soap advertising is one of our very serious responsibilities and can only be done by means of a carefully outlined program. In this program verses do not happen to fit except perhaps rarely and then they must be the work of the man who creates the advertisement.

We think by far the nicest thing you have done is to express your own fine sentiment about Ivory Soap. It is the greatest pleasure to us to know that people like you who have used Ivory Soap so long have such strong convictions about its fine qualities and stay always loyal to Ivory, no matter how many novel and alluring soaps are sold with their claim to mysterious powers and qualities. It shows good sense and a high standard of taste and judgment, so we congratulate ourselves upon your patronage.

The sentence in the above letter "Ivory Soap advertising is one of our very serious responsibilities and can only be done by means of a carefully outlined program" is a good one for every manufacturer, it seems to us, to keep in mind, especially when he is being opportunized by the Ladies' Aid Society to take a page in the annual program.

Every big national advertiser knows that his advertisements are read. Any doubts he may have on the subject are effectively dispelled when he runs a piece of copy which is slightly contrary to accepted beliefs and practices. Such an experience came recently to the Procter & Gamble Company

A Leader In Men's Furnishings

MIAMI clothing merchants are doing more business, population considered, than merchants in any other city in the United States.

HOW much of this volume is sold through the advertising columns of The Miami Herald is best shown by the comparative lineage figures for 1925 in Men's Furnishings advertising—which show the Herald lead to be 123,312 lines over the second paper.

Comparative Figures of Men's Furnishings Advertising For 1925

| | |
|-----------------------|---------------|
| THE MIAMI HERALD..... | 327,292 lines |
| Second paper | 203,980 “ |
| Herald lead..... | 123,312 “ |

The Miami Herald

FLORIDA'S MOST IMPORTANT NEWSPAPER

Frank B. Shutts, Publisher

on the appearance of a piece of copy in which a man was shown sitting in a bathtub in such a position that if he had leaned backward he would have hit the faucets with the back of his neck.

So far as has ever been ascertained there is no law or statute on the books of any State to forbid a man using his tub in this manner if he so desires. But vast numbers of people took pen in hand to write to the Ivory Soap makers and call attention to what many of them insisted was a mistake. Some of them objected seriously to the unusual position, others took occasion to kid the company good-naturedly on its advertisement. Each writer, whether serious critic or good natured "wise-cracker" received a letter based on the following model:

This advertisement, as you can imagine, has caused a great deal of comment and it has all been very good natured and very pleasant.

The now accepted opinion on the matter is that there are two schools of bathing—the forward and the backward, so to speak. We have evidence from both.

To the very precise and literal and conventional, this picture looks exceedingly awkward and humorous. But to us it seems quite in the spirit of freedom and unconventionality in which the whole advertisement was conceived and executed.

We have enjoyed your contribution to the controversy and we are sorry there is no solution.

I like that letter especially. Might there not, though, have been the added paragraph even in that one to get across some quality of the product as in some of the others? I'll suggest one which might have been inserted between paragraphs two and three.

"To whichever school of bathing you, friendly critic, may belong is this not true? Whether one faces the faucets or with perfect poise, confidence and equanimity turns one's back on them, Ivory Soap, because it floats, is always within easy reach."

Natural curiosity leads thousands of people to write a national advertiser to ask him how his slogan first came into use.

For many years the "99 44/100% Pure" of Ivory Soap has been a subject of interest to thousands of

inquirers. Procter & Gamble usually answer those who ask about their descriptive slogan in this manner:

Interest in the exact definition of "99 44/100% Pure" has been steadily increasing as popularity and familiarity of this phrase increase. Our feeling about it, as satisfactorily as it can be defined, is about as follows:

Its origin was strictly mathematical and precise. It is the result of an analysis made generations ago by a chemist of national fame and was corroborated by an equally celebrated authority. The interesting thing about it is that it has probably always been an understatement rather than an overstatement and its appeal to us, as well as to the public, was early recognized because of its being plausible and believable. If we had said that Ivory Soap is 100% pure we would not have enjoyed the confidence in the statement that we have had these many years.

As for the meaning of "pure" the statement means that Ivory Soap, so far as it is possible, analytically to determine by chemical analysis, is 99 44/100 Pure. It has no impurities of any kind such as dye to disguise the quality of the ingredients, or perfume to disguise the odor of inferior ingredients, or medicaments as a basis for false and fictitious claims to healing. Ivory Soap is simply pure, unadulterated soap made from a quality of ingredients that need no disguise.

Specially written paragraphs in this as in every other crystallized letter, may refer to the washing directions leaflet or to a variety of other possible sources, one of which the writer has mentioned.

There are scores of other subjects upon which consumers continually write to the company. On some days hundreds of letters are received on unusual subjects, all of which receive a friendly reply from the company.

SEVENTY SAMPLE LETTERS AND MORE BEING ADDED

The book in which crystallized thoughts on many diverse matters are kept, so that all the facts may be used, covers no less than seventy separate subjects. Whenever a totally new type of letter comes in, a personal and friendly reply is written, answering the writer's questions and applying to his particular case. Then it is placed in the letter book as a suggestion for the next time a similar letter is received.

The Procter & Gamble Company

A Million Salesmen

Each one calling on an individual HOME, converting the family to a full and permanent appreciation of the merits of your product!

This is the result gained by the issue of a well-designed and interesting story, illustrated in colors, *compelling* the family interest through the Child!

Do you get the psychology of this plan?

If you do, you will investigate its possibilities, and use it!

We are doing effective work for many national advertisers.

..

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

Quick Decisions

—don't discount them

Simple Methods

—don't belittle them

BEHIND many a 20-second decision, twenty years of cold experience stand.

Behind simple selling methods, previous losses from involved ways stand usually as the reason.

Mature business strategists, men of true success, are prone to go quickly to the kernel of the nut.

Men who have paid the price of involved selling and advertising methods, choose simple paths to travel.

* * *

Now, above all things, that applies to advertising agency counsel.

It marks an outstanding factor of successful advertising service.

The decisions of today are based on the experiences of yesterday.

"Prophets" and "guessers" have little place where important expenditures are involved.

Men who have studied failures are better pilots than dreamers of successes.

* * *

Those men you will find in successful advertising agencies—find wherever certain agencies stand out above others in their work.

There are many such today. No one agency holds a sinecure on that type of knowledge. Advertising has long outgrown its swaddling clothes.

Such successful advertising agents discount circus acrobatics. Often they may give quick answers to seemingly complex problems—not by virtue of genius, but as a fruit of earned experience.

Steinmetz worked for years simplifying involved electrical problems. Then at the touch of a button started whole industries to working.

* * *

So do not discount the speed with which experienced men function. They choose simple merchandising plans. For they realize that usually it will be average men who have to follow them.

They write simple "copy." And illustrate it to the point. For they know street sweepers and railroad presidents alike will be asked to understand it.

They plan campaigns with profit sheets in mind. For they know dollar profit, and leadership that endures, alone gauge advertising success or failure.

They claim no major part in success pointed to as theirs. For they recognize no business which could not succeed *without* advertising could gain the heights because of it.

* * *

Advertising which results in markets gained, in the millions sold, rests on that kind of service.

The more experienced one becomes in advertising ways, the more one subscribes to the common-sense principles they involve.

And common sense, it has ever seemed to us, is the only road that leads to uncommon results in advertising.

For the miracle of advertising rests solely in that its power becomes magic when simple principles are applied.

LORD & THOMAS

NEW YORK
247 Park Avenue

LOS ANGELES
1151 South Broadway

Advertising

LONDON, ENGLAND
Victoria Embankment

CHICAGO
400 North Michigan Avenue

SAN FRANCISCO
225 Bush Street

Each Lord & Thomas establishment is a complete advertising agency, self-contained; collaborating with other Lord & Thomas units to the client's interest.

does not believe in form letters, or printed forms. Its book, which is continually being revised, is a guide. A happy phrase, a good ending, a paragraph which seems to fit well a particular situation is preserved so that at another time the reply will not be left entirely to the inspiration of the moment or the mood in which the writer happens to be on that particular day.

This method of seeing that every writer receives a friendly reply, that no consumer is considered a nut or a bother, makes a valuable asset to any business.

When any big company takes the time and trouble to show a sense of friendliness and appreciation, the customer is bound to be pleased. Instead of feeling neglected, or angry at a thoughtless and coldly formal reply, he is more than likely to show his friendly letter to his acquaintances. Many a poet, many an observer of soap-eating chipmunks, many a schoolboy, and advertising critic, has by this logical and common-sense method of handling correspondence, been turned into a booster and spreader of good-will, another influence in the further sale of the company's products throughout the country.

Ralph Neaves Joins "Cosmopolitan"

Ralph Neaves has joined the sales staff of *Cosmopolitan*, New York, and will cover Philadelphia and the Southern territory. He succeeds Frank D. Sniffen, resigned. Mr. Neaves was with *Cosmopolitan* ten years ago, subsequently joining *The Literary Digest*. More recently he has been with *Liberty*.

E. K. Stevens with O. S. Tyson Agency

Earl K. Stevens has joined O. S. Tyson and Company, Inc., New York advertising agency, as secretary and a director. He was recently with the McGraw-Hill Company, New York, and formerly was engaged in advertising agency work.

Joins Frank Seaman Agency

Harold Wengler, recently with R. H. Macy & Company, New York, has joined Frank Seaman, Inc., also of that city. He was formerly with the S. C. Beckwith Special Agency.

Sales of Sunkist Demonstration Store

Over a quarter-million customers were served drinks at the Sunkist Demonstration Store at Atlantic City, N. J., from its opening on April 12 to the close of the fiscal year, October 31. Although business is light during the winter months, the store is being kept open. Sales for the various months were as follows: April, 10,650 drinks; May, 19,849; June, 34,813; July, 67,395; August, 81,056; September, 50,206; and October, 4,078.

F. N. Dodge with J. C. Hartz Company

F. N. Dodge, for the last two years assistant general manager of The Safe-T-Stat Company, Brooklyn, N. Y., has joined the J. C. Hartz Company, New Haven, Conn., as sales manager. He was formerly general sales manager of the George W. Smith Company, Philadelphia.

D. R. Ellinger Joins Grand Rapids Agency

Daniel R. Ellinger has joined S. Hugh Paine, Grand Rapids, Mich., advertising agency, as manager of production and merchandising counsellor. He has been advertising and assistant sales manager of the Weidman Company, Cleveland, for the last six years.

Ralph Neumuller Advanced by United Electric

Ralph Neumuller, advertising manager of The United Electric Light & Power Company, New York, has, in addition, been made merchandising manager. He has been with this company since 1919.

Changes on Petersburg, Va., "Progress-Index"

R. H. Ryan has been appointed business manager of the Petersburg, Va., *Progress-Index*, succeeding R. B. Huber, who has become business manager of the Richmond, Va., *Times-Dispatch*.

With Adda & Kuenstler

Paul Abbey has joined the staff of Adda & Kuenstler, New York, commercial art studio. He was formerly a representative for commercial illustrations.

C. M. Mutch Joins Toronto Agency

C. M. Mutch, formerly with the Hugh C. Maclean Publications Ltd., Toronto, Ont., has joined A. McKim Ltd., Toronto advertising agency.

18 college men
worked from June
till October....

87 cities
were thoroughly
analyzed....

Our statisticians
worked six months
putting 71,142
field reports into
a definite digest
of facts....

—and *Cosmopolitan*
presents, we believe,
the most complete reader
survey ever offered....

Scope of Cosmopolitan



| | |
|---|---------|
| Number of cities surveyed | 87 |
| Number of Cosmopolitan families surveyed | 71,142 |
| Number of Cosmopolitan families in the 87 cities | 292,868 |
| Percentage of these families surveyed | 24.3 |

These eighty-seven cities were called

1. Where do Cosmopolitan readers live with respect to property values in the residential sections of their various communities?
2. What are the actual valuations as determined by tax assessments of the homes in which Cosmopolitan readers live?
3. What percent of Cosmopolitan families are home owners?

EIGHTY-SEVEN cities have answered in the most definite sort of way.

Note that there is nothing superficial about this survey. Enough cities, and enough cities of varying nature, small and large, East and West, North and South, were investigated to form a true cross-section of American life, a genuine national picture.

In applying the results of our investigation to our whole circulation in these cities, there was

opolitan Reader Survey



d upon to answer three questions: ~

used as a basis for our conclusions a 25 percent check—71,142 Cosmopolitan families were surveyed of the 292,868 Cosmopolitan families living in these cities. . . . We believe this is the largest percentage ever used in the publishing business on which to base general conclusions.

Another major point is that the Cosmopolitan families were not interviewed. The survey was more accurate in method than that. The investigator was given the subscriber's name and

sent to consult either local or county tax records and from the records set down the assessed value of land and buildings—whether the subscriber was the owner of the home in which he lived—the amount of his tax and the nature of his home.

Also, maps were made of each city, dividing various sections into four classes, based on property valuations, with each Cosmopolitan family indicated with a red dot in each class.

Two Hundred Numbered Copies of this Survey Have Been Published

EACH contains an analysis of the property values and the percentage of home ownership in the eighty-seven cities.

In addition, there are included maps, charted as to property values, in seven of the largest cities surveyed—Springfield, Mass.; Baltimore, Md.; New Orleans, La.; Detroit, Mich.; St. Louis, Mo. and San Diego, Cal.

Each of these books represents an investment of some \$125.00. They are not for sale. Nor are they given away.

A copy will be loaned, however, for sufficient time for study, to any advertiser or advertising agent who is interested.

*If you desire to see a copy, may we ask
you to write directly to Eugene Forker,
General Manager of Cosmopolitan.*

Hearst's International
combined with
Cosmopolitan

119 WEST FORTIETH STREET, NEW YORK

What the German Cartels Are Doing Today

Their Activities Are of Direct Concern to American Manufacturers Who Sell Abroad

By Richard Eldridge

European Division, U. S. Department of Commerce

A RECENT revival of agitation against abusive policies adopted by German cartels draws attention both to the expansion of these trust-like organizations since the war and to the methods of cartel regulation adopted by the German Federal authorities. From 1919 to 1923, cartel control was exercised by virtue of various purely local ordinances directed against group price-fixing, and any resulting legal action took place before local district courts.

Eventual recognition of the comparative ineffectiveness of such procedure resulted in the national cartel ordinance of November 2, 1923, creating a special Cartel Court, before which suit may be brought by the Government, by a member of the cartel, or by some other affected party. The partial or total dissolution of the cartel indicted may be ordered by the court, provided proof is given that the cartel employs unjust or discriminatory methods adjudged by the court to be contrary to national interest.

It is significant for the German official attitude toward industrial combinations that, when abuses appear, the direction of official attack is derived from the fixing of prices contrary to the common interest rather than from any concern as to theoretical restraint of trade. The general tendency has been to consider cartels as useful economic tools, particularly serviceable in periods of depression when some systematic adaptation of output to consumption rate can distribute business evenly among producers without over-production or price competition.

In pursuance of this policy, the German Government has recently

brought suit in the Cartel Court against a number of price-fixing cartels, charging them with jeopardizing the economic life of the country by the maintenance of excessive prices which react against continuation of the low wage levels considered indispensable for the expansion of exports of German manufactured products. The Government further alleged that some combinations make domestic contracts in terms of foreign currencies, thus diminishing public confidence in the new and stable currency set up under the Dawes plan.

CHANGES SINCE THE WAR

A survey of the growth of this form of combination shows not only its dominance in domestic trade but also its strategic importance in German export activity. During the war, when the stimulation of certain key lines of production and effective allocation of raw materials were of vital importance, cartels were created in practically all industrial branches, being in some cases even imposed by the Government over the protest of the participating plants. Subsequent to the war a complex system of import prohibitions and licenses placed control of competitive imports largely in the hands of the Reichsverband der Deutschen Industrie (National Industrial Association). This protection of domestic industries from foreign competition stimulated the rise of price-fixing combinations, which have remained powerful factors in maintaining high price levels in Germany.

The total present cartel census in Germany is estimated at some 2,000 combines, having grown from 385 in 1905 to some 500 in 1918 and to 1,500 in 1923. The

Reprinted from a recent issue of "Commerce Reports."

climax was reached at 3,000 by the middle of 1924, since which period some liquidation has taken place. An analysis made by the Reichsverband der Deutschen Industrie in 1924 shows that of the then total of 3,000 cartels 2,500 were industrial, 400 among wholesalers, and only 100 among retailers. Despite the shrinkage in numbers since 1924, it is considered that the current proportional distribution of cartels is approximately the same.

The first German cartels grew up between 1860 and 1870, in the depression following the first great expansion of German industrial output without a corresponding increase in domestic consumption. The tin-plate combine of 1862, the rail cartel of 1863, the salt-works agreement of 1868, and the first potash syndicate of 1870 were all set up before the interested industries were on an exporting basis, and solely with a view to restricting competition in the domestic market. Further industrial expansion and over-production after the Franco-Prussian War (1870) brought out more cartels aimed at checking the severity of domestic price competition.

The protective tariff act of 1879 subsequently secured these combinations against the rivalry of foreign goods in the home-field, with the result that better domestic demand favored further industrial expansion and encouraged additional combines for maintenance of fairly high domestic prices; this, in turn, permitted the development of export sales on the basis of quotations below the internal price level, since the difference was made up by the domestic consumer.

The possession of an assured and controlled domestic market placed the majority of German key industries in a position of obvious strength for meeting foreign competition. A return to this pre-war situation is a salient feature of the rapid industrial reorganization now going on in Germany.

War-time over-expansion in industries of military value was followed by the era of currency depreciation, which wiped out the

greater part of German liquid capital and then, through the loss of foreign markets and the decline of domestic purchasing power, cut into the present value of inventory and equipment through the fall of earning capacity. During the period of the declining mark, industrial earnings were speculative rather than commercial. Paper profits, in order to conserve as much as possible of their waning value, were put back into plant equipment without much regard to eventual operating costs or to actual sales prospects for increased output.

Plant extensions dating from the inflation period are thus frequently uneconomical at present. German industrial plants, in the present epoch of deflation, are therefore being subjected to vigorous reorganizations to insure more efficient production and lower overhead. The characteristic vertical trusts of the inflation period, now frequently out of date because of their tendency to perpetuate excessive production costs, are being weeded out. The thorough overhauling of plant layout, production methods, and shop equipment required in the majority of individual enterprises is coupled with regulation of combined output in individual branches of industry to accord with sales opportunities at home and abroad. The present time is thus favorable to further use of the horizontal trust or cartel for the regulation of domestic price levels.

INTERNATIONAL AGREEMENTS

The major German industries, facing a world problem of reduced demand and excess production, as well as a pressing German need for export openings, accordingly are not content with this purely domestic policy. In addition to that objective, they are exhibiting a marked effort to supplement domestic price-fixing agreements with international understandings on prices and sales areas.

An outstanding example of German efforts to regain domestic and export sales control is the cartelization of the German iron and steel industry. The Raw-Steel Cartel was formed in November.

1925 was a MUST year! . . . Advertisers changed many pet ideas during that period

EVEN prosperous Los Angeles, for example, where more than 1,100,000 people are ready and willing and able to buy everything that is advertised . . . even there, some revision of past efforts was needed in many places to keep the sales records up.

With what result, from an *advertising* standpoint?

This: That Los Angeles merchants bought 600,000 more lines of advertising in The Los Angeles Examiner during 1925 than during 1924; while every other newspaper in the city showed a distinct LOSS in local advertising.

"What price results?" asks the national space-buyer, and here, so far as Los Angeles is concerned, is the answer.

165,000 Daily

385,000 Sunday

Los Angeles Examiner

JOSEPH CONNELL
571 Monadnock Bldg.
San Francisco, Calif.

W. W. CHEW
1819 Broadway
New York City



WM. H. WILSON, 915 Hearst Building, Chicago, Ill.

1924. Regulation of output, but not of prices, was originally stipulated.

On July 16, 1925, however, an agreement was made with the manufacturers' associations subsidiary to the Reichsverband der Deutschen Industrie, providing that a sales bureau of the Raw-Steel Cartel, in accord with these associations, should fix domestic and export prices on iron and steel products. The differential between export price and domestic list has varied from 5 per cent on pig iron to 40 per cent on fine sheets. Firms in the manufacturers' associations also receive a rebate of 5 to 40 per cent on raw materials used for export sales.

This agreement affected enterprises in the Locomotive, Boiler, and Rolling-Stock Producers' Association, the members of the Iron and Steel Ware Union, the Union of Sheet Iron and Tin Plate Producers, the Union of German Machinery Constructors, and the German Association of Metal Ware Industries.

Notwithstanding that lack of adequate producers' associations hindered the conclusion of further agreements with other manufacturing branches, the present organization of the iron and steel industry makes it possible for the great basic groups to fix a domestic price level so high as to facilitate export dumping and thus to strengthen their position in highly competitive foreign markets.

At the same time, through the system of rebates to transformers on raw materials for products destined for export, finishing industries are helped to bring their production costs on export articles down to a point where quoting at or below the world market level at least entails no loss.

Similar arrangements toward lowering production costs on export articles are being adopted in the German aluminum industry.

An example of how foreign competition is restricted in the German domestic market is supplied by the terms of the German tube syndicate, formed in Düsseldorf on May 7, 1925, under the name of Roehren-Verband. This

producers' association may sell tubing only to member dealers as combined in tube dealers' associations. The right to sell in retail sales areas is not transferable by individual dealers to third parties. The retailers, for their part, are obligated to buy exclusively through the tube syndicate and to purchase and sell at home or abroad no tubes of foreign manufacture. The dealers' associations regulate prices and terms to consumers.

THE POTASH SYNDICATE

Corresponding organizations, providing production control either by district or for all Germany and regulating sales either through a joint sales office or by price-fixing agreements, have been created in many branches of German enterprise. Among the strongest combinations is the Potash Syndicate, originally imposed upon the industry by the German Government. This syndicate so restricts domestic competition that less efficient companies may operate at a profit both at home and abroad, and the conclusion of an agreement with the French industry in Alsace has extended this type of control to the only serious competitor. The result has been the stabilization of the potash industry on a domestic and export price level much higher than would be possible under conditions of unrestricted competition.

In those manufacturing branches where price-fixing and production-regulating agreements are more complicated, numerous cartels have also been set up. They are especially prevalent in the German textile industry. As a result of close organization and rigid price regulation, the wholesale-price index on German textile products has stood at 190 against an average wholesale index of 144. Specialty industries active in the export field practically all issue price lists maintaining different price levels for domestic and for foreign transactions. This practice prevails also in the camera, optical goods, typewriting and calculating machine, furniture and toy industries.

Puget Sound and British Columbia

A Non-Profit Organization **ASSOCIATED** *Representing the Citizens of*
TACOMA - SEATTLE - BELLINGHAM - VICTORIA - VANCOUVER

SEATTLE,

October 1, 1925

Arizona Republican,
Phoenix, Arizona.

Gentlemen:

At our quarterly meeting held recently the cooperation given by The Arizona Republican was brought to the attention of the Board of Directors of this Association.

The photographs of the displays were shown and the Directors were unanimous in praising it and asked me to write you and compliment you on your cooperation. We were also glad to hear that our folders were receiving good distribution from your Travel Information Bureau.

Very truly yours,

PUGET SOUND AND
BRITISH COLUMBIA,
ASSOCIATED

Harold Cray
Executive Secretary



The Quality Group now includes THE GOLDEN BOOK MAGAZINE



HERE A MILLION AND THERE A MILLION



HAVE you ever watched a space buyer making up a list for a large advertising account?

He juggles millions. Here a million, there a million. Lop off the ciphers—disregard the fractions—what's a hundred thousand more or less?

Yet these hundred thousands represent, not mere printed pages, but living human beings, with brains, and hearts and souls. In the flicker of an eyelash comes the decision whether or not some great cross-section of humanity is going to see your advertisements.

One of the fine distinctions between advertising agencies is in the degree of respect for human values which can be read between the lines of the cold figures on the schedules.

And those figures betray also the degree of respect for the advertiser's dollars.

In this day of huge circulations, huge appropriations and huge commissions, the temptation is to

HERE A MILLION AND THERE A MILLION

lump the list in terms of millions. For many products, that is good enough. For many others it is downright wasteful.

Often a publication which would give the most value per dollar is passed over because it is too small to bother with. Somebody is too busy juggling the millions.

We have recognized this tendency to the extent of banding together, so that THE QUALITY GROUP may be reckoned with as a homogeneous unit of three quarters of a million.

We have refused to go beyond that, to drive up our circulation to a million.

We will not sacrifice quality for quantity. The fact that many advertisers and agents have been dazzled by millions does not alter the basic fact that THE QUALITY GROUP has just what it has always had—a powerful advertising influence upon a powerful body of three quarters of a million readers.

Painstaking buyers of space still appreciate that when you advertise in THE QUALITY GROUP you are *next to thinking matter*.

THE QUALITY GROUP

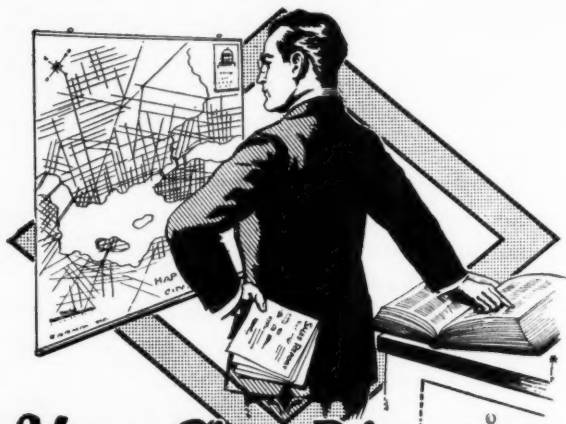
681 FIFTH AVENUE, NEW YORK

THE ATLANTIC MONTHLY
THE GOLDEN BOOK MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
THE WORLD'S WORK

Over 700,000 Copies Sold Each Month

"Where Buyer and Seller Meet"



Your City Directory *-A 100% Prospect List*

Executives responsible for the promotion and control of sales recognize the potentiality of the City Directory as an aid to distribution.

Your dealer, agent or salesman in any city can obtain a complete and accurate list of prospects from the classified business lists of the local City Directory. These lists, supplemented by the Street Guide, another directory feature, provide a ready and reliable means of laying out routes or territories with 100% coverage at a minimum expenditure of time, effort and expense.

Every name in the Alphabetical Section

of City Directories is a potential consumer of some product or service. These consumers, who refer to the

Directory themselves for sources of supply, should be offered a permanent record of nationally advertised products when in the buying mood.

You can reach these prospects at the critical point of purchase by properly registering and emphasizing your product, or service, and dealers in the Classified Business lists and Buyers' Guide of City Directories.

Ask for free copy of the booklet *Directories, What They Are, How They Function and Their Place in Advertising*. It will tell you how.



This trade mark appears in directories of leading publishers

**ASSOCIATION of
NORTH AMERICAN DIRECTORY PUBLISHERS**

Headquarters
524 Broadway, New York City

Advertising to Lower the Cost of Farm Insurance

Fifteen Companies Get Together to Sell Western Farmers on Fire Waste Prevention and Adequate Insurance Coverage

FIFTEEN of the principal fire insurance companies, doing business in what is termed in insurance circles the "Western Union territory," have joined forces to advertise to the farmer. All of these companies have something to sell him. That something, of course, is protection for his farm buildings and equipment. This blanket of insurance protection, however, is only a fraction of their story and not the principal part of it at that.

The chief and outstanding aim of this co-operative campaign is to prevent fires and thereby reduce the huge, unnecessary losses of property and life on American farms. Each year this loss, it may be said in passing, amounts to about half the value of all crops raised in Indiana in a year or the total value of all annual crops raised in such States as Michigan and South Dakota.

Viewed entirely from an advertising standpoint, the advertising of these fifteen companies will merit careful attention. The plan of the campaign itself and the unfolding of the plan, together with the effect that it has on farmers, may serve further to substantiate advertising's contention that it reduces the cost of the thing advertised to the buyer. If this advertising actually leads farmers to prevent fires that occur through ignorance or other needless causes, a great humanitarian service will be rendered. At the same time, fire insurance companies will be saved the necessity of paying claims for countless preventable losses. As soon as the companies have to pay smaller amounts for claims, the insurance rate to the farmer can and must be lowered.

There, then, is the primary and fundamental objective of this insurance co-operative advertising: to lower the cost of farm insurance to the farmer.

The campaign has already started in a dozen farm papers. Under the present arrangement, it will run for a year. By the end of that time its advocates hope that results will be so apparent that other companies will be led to take part in it. That will mean going ahead on a bigger scale for a longer period of time.

For a considerable number of years the great farm field offered a profitable market for the legal reserve or old line insurance company. Within recent years that market has not been so attractive for this type of company. Accordingly it has been neglected. The farmer, in some cases, has turned to the small, local mutual insurance company. Encouraged by bulletins from governmental sources, these mutuals have grown rapidly as competitors of the old line or stock insurance companies. At the same time, the fire hazards on the average farm have increased rather rapidly. For every dollar that the farmer has paid the legal reserve or old line companies in premiums they have had to pay him back about \$1.25 for fire losses.

CAMPAIGN HAS BEEN DELAYED

Over two years ago, the legal reserve companies doing business in the Western Union territory, that is roughly, the Mississippi Valley States, began to talk about getting together in an effort to make this great farm market more profitable. At one time advertising was discussed and a campaign drawn up. It was delayed when the Farm Association of Insurance Companies in Chicago decided that it could not use association funds for advertising. That threw the plan back on the individual companies. Now that fifteen of these companies have approved the plan, the advertising has at last started. These fifteen write 71 per cent of

the Legal Reserve company farm business, so that they form a truly representative group.

"This advertising campaign opens up an opportunity for the Legal Reserve insurance company to do a great work for the farm community as well as for itself," says Wallace Rogers, of the Hartford Fire Insurance Company, who is chairman of the Farm Insurance Committee. "It represents the first steps of what we see now as a great farm campaign to prevent the waste caused by fire, a campaign which presents humanitarian as well as economic aspects. Most of our fire protective effort in this country, is geared for the city and good-size town, but even so nearly all of the \$150,000,000 yearly fire loss on farms can be prevented. Farmers and their families are woefully uninformed as to the first principles of fire protection, a condition that the old line insurance company that wants to do business in the farm market must correct."

As soon as the farmer begins to take steps calculated to prevent fire, the Farm Insurance Committee wants to teach him what Legal Reserve insurance companies are. This needs explanation. The words "Legal Reserve" need interpretation. The committee in charge of the advertising is using them in preference to "old line" because it feels that they describe more accurately than any other words that under the law this type of company has to put aside 90 per cent of the money each farmer pays under a five year policy to meet damage claims. Furthermore these words lend a flavor of quality, confidence and stability to the business.

Before all of the details concerning the campaign were settled many insurance men who know the ins and outs of the business suggested that advertising would not sell insurance to the farmer. Insurance must be written by an agent on the ground, they said. Advertising cannot do his work. The answer to that criticism is that the purpose of the advertising is not to sell anything but the idea of fire prevention to the farmer.

Education and good-will are its big objectives. Even if a farmer mails in the coupon from an advertisement asking for the Farm Insurance Committee's booklet, "Insurance Facts for the Farmer," the inquirer's name is not turned over to any company or agent for follow up.

Nevertheless, the campaign will be merchandised. For one thing the Farm Insurance Committee is using pages in insurance publications to tell agents what it is all about and how they can help. Then each participating company will teach its own men how to co-operate with the advertising. They will receive proofs of all advertising in farm papers and copy for local newspaper insertion over their names. All agents will have copies of the committee's booklet, already mentioned, to give to farmers whom they are soliciting for business.

THE RELATION OF FARM INSURANCE TO BANK CREDIT

Another detail which the advertising will stress is insurance as a credit factor. Bank credit in the farming community today probably depends more on proper insurance coverage than it ever has in the past. The banker who is contemplating making a farm loan naturally wants to know to what extent the farm property is protected against fire and other risks. The farm that is not only insured but well insured of course appeals most strongly to the banker.

One insurance official whose company is not one of those supporting the campaign told *PRINTERS' INK* that the advertising was being watched with the keenest interest in insurance circles and that probably at the end of its first year a number of other companies would tie up to it. "One point regarding insurance that is not widely known or appreciated," he commented, "is the fact that it is the public—in this case the farmer—that makes insurance rates. The big thing that the advertising can do here is to cut down fire losses and in that way cut the cost of insurance to the consumer of it."

AWARD~AWARD~

Who gets the award?



FROM study-laden halls at Cambridge will soon come tidings of the 1925 Harvard Advertising Awards as founded by Edward W. Bok.

At this very moment, possibly, medals are being engraved with the name of the prize-winning campaign "most conspicuous for the excellence of its planning and execution."

Our refusal to compete for such awards, or even to accept appointment to this committee, is based upon a very deep-rooted conviction—two of them, in fact.

For one thing, this award business is too much of a sure-thing bet for the donor. Whoever wins or loses, the donor gets his meed of personal advertising and public acclaim.

For deeds of unpremeditated heroism some eighty-seven Carnegie medals were bestowed last year. Even though his exploits in steel no longer crowd newspaper columns, the name of Carnegie will scarcely be obscure to your children. But the

naming of event two of the eighty-seven wearers of his medals would stump most of them.

The Nobel Peace Prize has been awarded with fair regularity since 1901. Who was the winner in 1920? Or in '21? Or in '22?

We have no quarrel with these philanthropies. Many are well conceived and praiseworthy. We are concerned solely with the query: Who finally gets the publicity?

Ask your secretary, for instance, the name of the weekly magazine that recently offered \$25,000 for a name. Now ask her for the name of the man who won that prize.

BUT OUR chief count against advertising awards springs from a source more fundamental.

If you view advertising as we do—as the moulding of favorable public opinion for an article or service—how would you like to sit on a jury to judge the advertisement that per-

formed the greatest amount of moulding?

Just which Pro-phy-lac-tic advertisement would you say has done most to have this toothbrush hung up in millions of American bathrooms? Yet, starting with a modest appropriation, the Pro-phy-lac-tic now outsells all other branded toothbrushes combined.

Again, fourteen years ago, the Hammermill Paper Company were producing an assortment of papers bearing an assortment of watermarks for an assortment of jobbers. Today, the entire mill output is standardized on Hammermill Bond, and their jobbing connections are on a broader and firmer basis than ever. Nor was this change accomplished through a mere recital of superior qualities of this now well-known paper, or the use of any other simple handles—the kind of handles by which a jury might judge “excellence of planning and execution.”

WE might multiply these instances out of our experience—instances where

carefully conceived appeals consistently used brought a coveted leadership—instances where apparent advertising of an entire industry was adroitly pointed to benefit an individual advertiser.

Or we can cite instances where the stream of distribution that had improperly tried to work its way uphill was properly turned downhill.

Or, by crickey, we can trot out our “staggering number of replies” exhibits, too.

If, while we are winning sales prizes in industry for our clients, the Harvard Committee desires to come into our midst bestowing awards for the work we have done and are doing—well and good. But we do not feel that it becomes us to bundle up work that belongs to our clients, elbow our way down to the front row, strike an attitude and ask, “How about a prize for us?”

The good firms we serve are entitled to know our position on this matter of awards.

And those advertisers we should like to serve may be interested in it also.

GEORGE BATTEN COMPANY, INC.

Advertising

NEW YORK
383 Madison Avenue
BOSTON
10 State Street
CHICAGO
McCormick Building



GEORGE BATTEN COMPANY, INC. • NEW YORK • CHICAGO • BOSTON

Why Do Salesmen Go Over My Advertising Manager's Head?

It Seems to Do Them More Harm Than Good

Editor of PRINTERS' INK:

IF I were a writer, I would find myself the possessor of a very pertinent idea for an article. Not being an author, I take this means of passing the idea on to you.

Briefly, the idea is this: Why do salesmen, who should know better, take such great pains to get to the "man higher up"?

For many years, our modest business has supported an advertising manager. He was brought upon the scene when the development of the business made it impossible for me to interview each man with an advertising proposition to submit.

In spite of the fact that our advertising manager is now well established and thoroughly seasoned and well known in our industry, there is a constant effort on the part of many salesmen to get to me personally.

Some of these men develop the most ingenious ideas for getting an interview with me. But it is not long before I find that I have been unwittingly pulled into the position of listening to a canvass by a salesman. And then I have to explain that his is a subject which must, in fairness to all, be taken up with our advertising manager.

A few days ago, such a man came as the result of an appointment made with the help of one of our directors. He had suggested to this director that he had never met me personally but would like very much to have a chance to discuss with me some ideas he had which might be helpful to us in a sales way. At the request of the director, I set a time for our meeting. For a half hour this man talked on a variety of subjects and then finally came around to the point where it was evident that he had some sort of an advertising idea up his sleeve. His idea called for space in a particular type of advertising

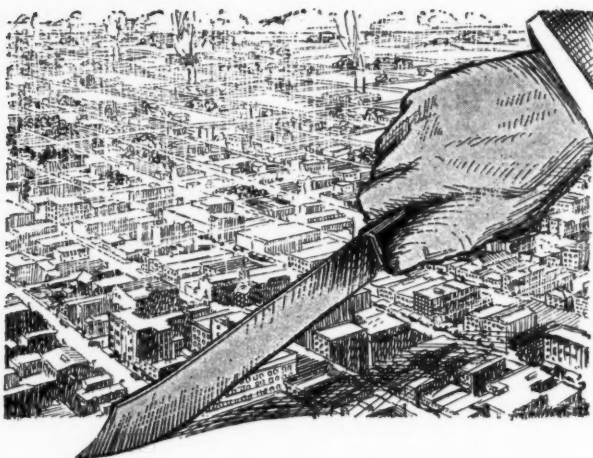
medium. And then I knew that I had simply been inveigled into listening to a canvass by the representative of a certain advertising medium.

It was close to an hour before I realized that here was another man who had managed to go "over the head" of our advertising manager under the guise of having a general selling idea which had interested one of our directors. But when I managed to get the facts and knew that he was a salesman for a certain medium, I said to him: "Now, you know and I know that you should have taken this up with our advertising manager. You realize that unless these things are taken up with the advertising manager there is no use of our having such a man in our employ. We feel we have a good, capable man. But if I am to listen in occasionally and get a prejudiced opinion in favor of a particular medium, then pretty soon he will tell himself that there is no use of his making a careful study of our advertising needs because his boss is going to upset things by inserting certain mediums in which he is particularly interested."

HE FAILED TO SEE THE POINT

"There's something in that," the solicitor agreed. "But I know that in the last analysis you are the boss and what you say goes and if you knew what you ought to know about our medium, you wouldn't be satisfied with any advertising plan which didn't include us."

"But you know," I replied, "that when all is said and done our advertising manager is the man responsible for the program. I certainly wouldn't be so foolish as to try to hold him responsible without letting him have full authority. Just suppose, now, that I would call him into this conference and say to him: 'Here is Mr.



Can a Market Be "Selected"?

IF you manufacture an article of general use, can you set off a certain part of any city and say "Here are my buyers"?

Do you *know* your dividing line is not shutting out good customers? Is there any way of being *sure* that families on one street will buy your product and those on the other will not?

You can't take a magic knife and lop off a third of a city without losing business. You can't do it with the national population.

An advertising campaign that does not include farm families is automatically cutting off a third of the buying population.

For all you know, it may be the best third.

The safe profitable policy is to reach both city and farm buyers. Then your consumer demand is balanced. You are insuring your business against swings of the industrial pendulum. A business, like a government, must be sold to *all* the people before it can be permanent.

Some farmers read many publications. But all farmers read farm papers. The commodities that have farmer demand are those that have been consistently advertised in farm papers.

Agricultural Publishers Association

Victor F. Hayden, Executive Secretary
33 S. Clark Street, Chicago, Ill.

"Prosperity follows the Plow"

Jones. Of course, you know Mr. Jones. I think he has called on you once or twice. Mr. Jones has convinced me that we should by all means be in his medium next year. You will see that he is included.' What do you think would be the outcome of that?" I asked him.

"Naturally," I went on, "our advertising manager would smile pleasantly and assure me that the matter would be attended to. And from there on you would be a marked man and your medium would be a marked medium."

No man who is working through an advertising manager is going to be flattered by the fact that a solicitor or salesman jumped over his advertising manager's head. The crude compliment which many a salesman uses to try to "soft soap" the man when he has gone over another man's head is so lacking in originality that it fails to work.

I hugely resent the fact that I have been taken in by a salesman who went over the head of a member of our organization who is responsible for that work. Our advertising manager resents such moves with equal hugeness. I take it for granted that 99 per cent of all advertising men have the same feeling.

And yet I am being so steadily worked upon by men who feel it would be clever and to their advantage to go over our advertising manager's head and get to me, that I am inclined to believe there is room for thought on this matter by many a salesman. I think the salesmen who conceive ways to bring about such interviews ought to realize that no man in an organization is going to take kindly to having his own time taken up by listening to interviews which should be handled by another man in the organization. And I am sure that where one man may be unduly influenced to consider favorably an advertising medium through this sort of roundabout canvassing, there are scores with whom it would do more harm than good.

That is why, if I could write an

article, this is the subject I would write about.

Company,
(Signed) _____,
General Manager.

Frank E. Gannett Again Heads New York Publishers

Frank E. Gannett, publisher of the Rochester *Times-Union*, was re-elected president of the New York State Publishers' Association for the fifth time, at its recent meeting at Syracuse. Jerome D. Barnum, of the Syracuse *Post-Standard*, was made vice-president. Arthur D. Hecox, of the Albany *Knickerbocker Press*, is second vice-president. Charles H. Congdon, of the Watertown *Times*, was re-elected secretary, and Gardiner Kline, of the Amsterdam *Recorder and Democrat*, treasurer.

The meeting was addressed by Grove Patterson, editor of the Toledo, Ohio, *Blade*. Hugh A. O'Connell, of the New York *Times*, spoke on "The Making of a Newspaper."

Charles H. Congdon also was elected president of the New York Associated Dailies, at a meeting which coincided with that of the publishers' association. Other officers of the Associated Dailies are: Frank L. Rogers, of the Gloversville *Leader-Republican*, vice-president, and E. S. Underhill, Jr., of the Corning *Leader*, secretary-treasurer.

Pecora Paint to Conduct Rotating Campaign

Technical magazines and direct mail will be used in a campaign which the Pecora Paint Company, Philadelphia, will conduct on its motor stains, varnishes, enamels and lacquers. Each month the campaign will be devoted to featuring one of these items so that, as the campaign rotates, each item will be advertised four times during the year.

The New York office of the Bellamy-Neff Company, advertising agency, has been appointed to direct this campaign.

"The Turkey World," New Monthly Magazine

The Turkey World is the name of a new monthly magazine, publication of which was started with a January issue. It is devoted to the breeding, raising, marketing and importing of turkeys. The Lightner Publishing Corporation, Chicago, is publisher.

New Officers for Koch Agency

Chester D. Freeze was elected president of The Koch Company, Milwaukee, Wis., advertising agency, at a recent meeting of the board of directors. He had been vice-president. John J. Lawlor and C. E. Walberg were elected vice-presidents. Victor A. Fleischmann was re-elected secretary-treasurer.

Feb. 11, 1926

PRINTERS' INK

There is no slack season from now on upon any Southern farm



Probably it is pretty cold this morning where you are. Chicago, New York, Philadelphia, all the Northern cities, usually are rather wintry along toward mid-February. And, if you rode through your country-side this week, you saw hard frozen ground and bleak aspects, and farm-activity seemed only a far-off thing.



But down in Texas they began planting corn two weeks or more ago. By next week they will have their corn in pretty much everywhere in Florida and Louisiana. Within a month just about all Dixie will be finished corn-planting, and Texas will be planting cotton.

One man in any ten, planning advertising campaigns from a Northern base, keeps this seasonal difference always in mind, and uses space accordingly! But even at that, many an advertiser overlooks an incidental truth which is so familiar to us who know the South that we some-

times forget to stress it. This truth:

The Southern farmer gets his money (unlike the Northern or Western brother) not from one crop, garnered in the Autumn, but in several big lumps, frequently during the year, and from two or three—or even four!—rich and profitable crops.

It is well for a space-buyer to bear the fact steadfastly in mind as he chooses media for any continuous tactics in selling South. We take it for granted that he already knows what particular medium to pivot his strategy upon.

*The DIXIE DATA BOOK contains information you should have.
May we send you a copy?—now!*

EASTERN REPRESENTATIVE
Wallace C. Richardson, Inc.,
250 Park Avenue
New York City



WESTERN REPRESENTATIVE
Standard Farm Papers, Inc.,
307 N. Michigan Ave.,
Chicago, Ill.

The Farm Weekly of Largest Circulation and Most Influence

What is a Shrine

Fraternally~

he is a Mason who has reached the pinnacle of voluntary progress in Masonry. If he has traveled by way of the Scottish Rite, he has attained his 32nd degree. If the York Rite has been his choice, he is a Knights Templar. He must be one or the other before he becomes eligible for membership in the Mystic Shrine.

Economically~

he is an important part in the solid commercial structure that has won world trade leadership for the United States. As an owner or executive in business, he wields a strong influence upon the selection and purchase of a wide variety of merchandise covering every field of endeavor.



There are 600,000 Shrine

Shriner

Financially

he stands at or near the top of the list in his community because the social aspects of Shrinedom require an income much beyond the average. And this larger income is reflected in the unusually high standards of living that are a well-known characteristic of Shriners everywhere.



Shriners in North America

MEN, MACHINERY and MONEY

A well organized, well equipped and well financed institution — established 49 years ago in the printing centre of the world.

The Isaac Goldmann Company is a big business, serves big businesses economically and completely—from small runs of little jobs to enormous quantities of great ones.



ISAAC GOLDMANN
COMPANY
80 Lafayette St., New York

Printers Since 1876



Shirt-Sleeve Salesmanship

The Ability and Inclination to Get Down to Humble Acts of Helpfulness
as One Route to the Prospect's Good-will

By W. R. Heath

QUITE by chance, I happened to see a National Cash Register salesman practicing a new role: With his sleeves rolled up, he was selling goods behind the counter of a cheap little New York East Side delicatessen store. He was doing it cheerfully and without the least sign of self-consciousness.

He was asked why he did this, and whether he looked upon it as a legitimate and essential side-line of selling his product. His answer was interesting.

"I was given one of the meanest territories in the city," he said. "One of the first things I learned was that these people are a little suspicious of all salesmen, most of whom take an exalted attitude, wear fancy clothes and 'high hat' the prospect. I go to places where cash registers have never been used, and it's tough going.

"When I strike a prospect who simply can't be reached by the ordinary methods, I roll up my sleeves and demonstrate that I am practical and that what I have to sell is practical. Take the delicatessen shop chap down the street there: I had been after him for three months and he always said 'no.' Then, I brought in a demonstration machine and asked him to allow me to sell behind the counter for a morning.

"I have worked in small stores and know how to handle myself. Indeed, I think that such experience is absolutely essential to any salesman. You see, I was in a position to show what a cash register meant to a place of that kind and I kept it ringing. Then, at the end of the day, just as he was closing up, I drove my main talking points home, and the sale was made.

"Most salesmen are too self-important to roll up their sleeves and dig into the homelier, practical elements of selling. All I know

is that it works for me, every time I bump into an arbitrary type."

There are indications that this idea is being rather generally applied by sales managers, in order to overcome, not only stiff competition, but a certain class of prospects noted for their stiff-necked resistance to ordinary selling tactics.

Salesmen are finding out that practical helpfulness and an eager willingness to eat some humble pie, is the quickest possible path to hard-to-get business.

In conversation with an old-time book agent, the fact was brought out that he managed to do far more than other agents because of a neat little trick. When the man or woman of the home—and this was a door-to-door proposition—registered lack of interest, the salesman asked permission to show how to arrange the family book-case. Not one in a hundred is scientifically handled, according to him. He would take all the books out of a case, ask for a cloth and cheerfully dust them, explaining why it was that neglect shortened the life of any book. Then, he proceeded to arrange the books according to size, subject and for ready reference, while the pleased and interested prospect stood at one side and watched the operation.

CHEERFULNESS IS ALWAYS HELPFUL

It was the homeliness of the method, the smiling attitude, that very nearly always terminated in a sale. In a sense, it is the old scheme of putting the other person under obligation, without his being wholly conscious of the fact.

A well-known salesman for a wholesale grocery and canning house came down from Rome, N. Y., the other day, and sold three of the largest orders of the year to

two exclusive firms, noted for their arbitrary stand as regards salesmen and new approaches. It was a task which the sales manager of the house had frankly said could not be done. The New York market had never been tackled before.

And there again, it was a case of shirt-sleeve salesmanship. In one of the very large stores, the salesman discovered complications. There had been a strike, and the place was exceedingly short-handed. The buyer was in a bad frame of mind when the salesman arrived. "I'll go in and help you for a couple of days," suggested the newcomer, "and it isn't because I want to win special favor. My father ran a grocery store in Chicago and I was behind the counter for three or four years." The offer was accepted but not without a tinge of quiet sarcasm. The salesman filled in an ugly gap and his earnestness won him a far closer contact with the buyer than he otherwise might have secured.

In the second place, the buyer was a food expert. He went through the most exhaustive investigations in a laboratory of his own before he would place a single order. This specific sale involved canned lima beans and a high quality of peas. In a dozen helpful ways, the salesman rolled up his sleeves and went to work in that laboratory. He had several cases of his goods sent up, opened as many cans as were desired for the tests, and when it was all over, insisted upon remaining and "cleaning up the mess," himself.

This salesman is always looking for an opportunity to help people in the small, apparently unimportant tasks of everyday life. It has endeared him to the trade. Once, in a Georgia town, he found that the store of one of his best customers in that locality had been gutted by fire the night before. He immediately went out to the building and worked the entire day helping the distracted proprietor. When he stopped, at dusk, his suit was practically ruined and he was ashes and grime from head to foot.

A Stanley hardware salesman said to me that his unusual success was in no small measure due to this practice of active helpfulness. In a New York State town, there is a large hardware establishment presided over by the type of man who is never easy either to approach or to sell. The salesman made an opening for himself and a profitable contact by solving the dealer's chief problem. For several years, he had not definitely settled, to his own satisfaction, the departmentalizing of the front section of his store. He knew, of course, that there was considerable science in the arrangement. The sporting goods department, at this time given a prize position, to the left, on entering the store, had not paid for its area of space. And the proprietor was in a quandary.

The salesman offered to give him the benefit of many years of experience in this direction, based upon study of hardware stores in various parts of the country.

"If you'll come down to the store tonight," he said, "I'll meet you here, talk it over, and draw up a diagram on a piece of writing paper."

The salesman missed his night train, but it was the most profitable thing he ever did. Not only was a splendid friendship established, but it has persisted for years and has resulted in many thousands of dollars worth of business.

THIS HAPPENED DOWN SOUTH

The following case happened in a South Carolina village of moderate size, in a farm machinery shop doing a large business in its own county and surrounding territory. This shop was approached by a salesman from a tractor house with the proposition that they take on the agency. He was met with a rebuff. The proprietor believed another tractor, sold at the same price, was superlatively better, and no amount of argument seemed to bring conviction to the contrary. It was at this moment, during a hot discussion, that a disgruntled farmer from a nearby diversified farm

Here's an opportunity
to buy quality circu-
lation on a *sharply*
rising market.

More than 60,000
net paid circulation

—and growing!



THE
AMERICAN
MERCURY

730 Fifth Avenue

New York

came storming in. A tractor he had bought three months before had not been giving satisfaction. And now, just when it was needed most, it had broken down completely. Nobody knew how to fix it. Would the boss or somebody who knew the machine drive right out with him, and see what could be done?

But the owner of the store could not get away and there was no one else. On the spur of the moment, the salesman spoke up:

"If you'll allow me to go, I'll do it, gladly. I know tractors from end to end. I can have that one going, if it hasn't been burned out or dynamited."

The store proprietor called him to his office in the rear of the shop. "See here," he said, "you wouldn't offer to do a thing like that if you didn't have something up your sleeve. You see an opportunity to give that rival tractor a bad name. I'd rather send Satan himself out than to have you go. You know what I mean."

But the salesman reassured him, and drove in the farmer's car eighteen miles to his sizable place. He was an expert mechanic where tractors were concerned, and eventually did get the machine in working order. Then he returned to the village store, said goodby and went on his way.

When he reached the factory, after his trip had ended, he found a brief letter from the dealer. It read:

"I was suspicious of you when you offered to run out to the Jeffrey plantation that day. But I talked with Jeffrey afterward and you made a fine impression on him. Jeff claims you had only complimentary things to say regarding the machine. The next time you are out this way, be sure and call. I'm ready to talk business with you."

Straight selling, therefore, is not everything to sales work. There are human equations which are an important influence. The spirit of co-operation appears to have crept into the modern way of doing things. The more competition there is, the more it becomes

necessary to win the friendship and the confidence of the prospect.

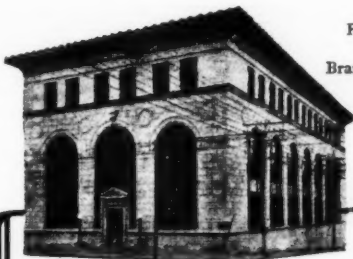
The sales manager of a concern selling its products to grocers only, has inaugurated a "Store School" idea which is progressing admirably. No salesman is permitted to go out until he has learned to see things through the eyes of the grocer. Every salesman has a behind-the-counter experience. He not only knows all there is to know concerning his own product but he is initiated into the whys and the wherefores of every other product sold in a grocery store.

The salesmen are instructed in subtle ideas whereby they may prove to the small-town shop-owner that they are more than practical as regards the retailing of groceries. If a salesman happens in a store and sees where he can be of assistance, outside his regular job of selling a bill of goods, he does so.

A salesman operating in the West told how he won a new customer—a man who owned and operated seven groceries in the State. It was stock-taking time when the salesman entered the store and things were in considerable confusion. That young chap pitched in and helped. He did not do it with an air of superiority. It was not at all evident that it was to win special favor. A spirit of true friendliness was his guiding star. Out of that seemingly small episode grew a splendid piece of business.

At another time, a prospect was discovered in the throes of writing a page advertisement for a special sale, to be featured in a local morning newspaper. The salesman sat down and assisted in laying out the advertisement.

"I know of no better way for cub salesmen to get a running start," commented a sales manager the other day, "than to practice this unselfish scheme of 'helping others.' It may not be altogether successful in the larger cities but it accomplishes much in the outlying districts. I know because I have been training my men to this end for a little over a year and they are all most enthusiastic."



FEDERAL RESERVE BANK
At Oklahoma City
Branch of Kansas City Bank

Bank Deposits gain 2½ Millions "

Oklahoma City banks reported \$80,-795,877 on deposit at the last bank call, an increase of \$2,708,829 over the average deposit reported at 1925 call dates. All Oklahoma and particularly Oklahoma City's great central market are enjoying prosperity—presaging a year of extraordinary good business.

Did you know the Oklahoman publishes an outstanding complete market service?

Average Daily Paid
Circulation
January, 1925... 115,974

Average Daily Paid
Circulation
January, 1926... 138,445

Gain..... 22,469

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

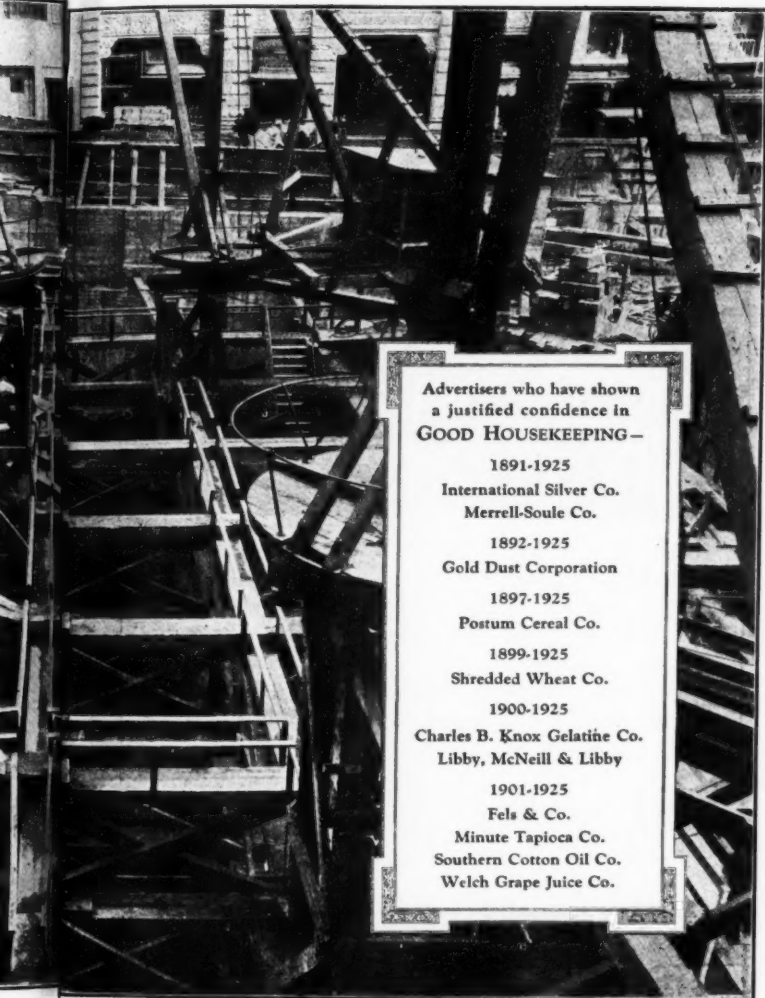
Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Detroit Atlanta San Francisco



Photo courtesy The Foundation Co.

Building on

Se



Advertisers who have shown
a justified confidence in
GOOD HOUSEKEEPING—

1891-1925

International Silver Co.
Merrell-Soule Co.

1892-1925

Gold Dust Corporation

1897-1925

Postum Cereal Co.

1899-1925

Shredded Wheat Co.

1900-1925

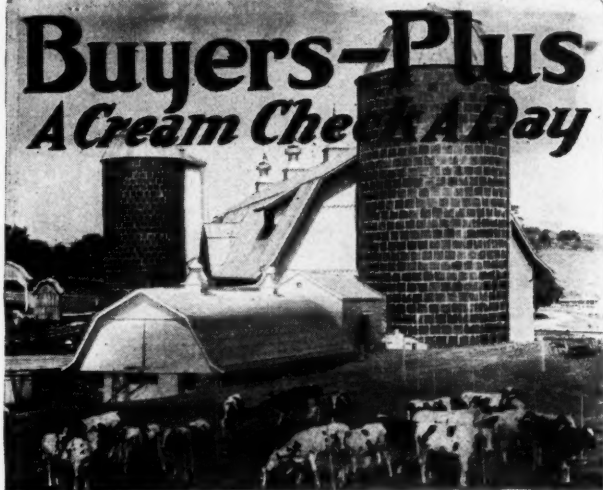
Charles B. Knox Gelatine Co.
Libby, McNeill & Libby

1901-1925

Fels & Co.

Minute Tapioca Co.
Southern Cotton Oil Co.
Welch Grape Juice Co.

Secure Foundations



Series 14

"Of the 12 farm magazines I take, the January 15 issue of THE DAIRY FARMER has been the outstanding number for 1926."

This testimonial from W. A. Perkins, Holstein Breeder of Garcondy, Missouri, is typical of thousands of letters written to our Editor each year.

It's not difficult for the advertiser to buy coverage of the farm field. The most effective way to reach the dairyman, however, is through his trade paper, THE DAIRY FARMER.

Circulation 250,000. Member A. B. C.

THE
Dairy Farmer

E. T. MEREDITH, PUBLISHER
DES MOINES, IOWA

Radio Copy Is Due for a Change

The Set Manufacturer Needs Copy That Sells His Set and Not the Radio Idea

By Albert E. Haase

THE present radio season has seen marked changes in the merchandising of radio receiving sets. These are changes that a battle for survival in an overcrowded field brought about.

Advertising copy has not, however developed on the same basis. There has been some improvement, of course, but it is not an improvement comparable with that which has taken place in distribution.

A year ago, distribution was not a subject of much importance. Any retailer who thought he could sell radio sets was selling them. Distribution was general. The wise manufacturer today is building picked retailers into a real selling organization. And before long there will be several set manufacturers who will have a distributing system that understands and reflects their policy.

Criticism of present-day radio set advertising when analyzed generally amounts to this: All radio copy is selling radio. It isn't selling any particular set. Almost any one particular advertisement could just as well be the advertisement of any other competing manufacturer.

There are, however, some manufacturers who are out to make their advertising copy stand as advertising for their set only. A. H. Grebe & Co., Inc., of Richmond Hill, N. Y., is very conscious of having such a policy.

This company believes that it

has succeeded in making its copy advertise the Grebe Synchrophase set and that set only.

The sales volume of this company for the 1925-1926 season, is already twice that of the entire 1924-1925 season and there are two

Does Your Loud Speaker Say "Ess" or "Eth"

The usual garbling of sound by loud speakers is overcome by the new Grebe "Colorone"

THE sounds that come from the Synchrophase are independent of loud speaker control. The proper adaptation of speaker to set is no longer necessary for satisfactory reception.

By means of the Grebe "Colorone", you can vary, to your taste, the quality or timbre of voice or music from light, high, deep, round tones. You can also bring out low tones that would otherwise be inaudible, and eliminate, to a great degree, hissing sounds and the usual form of scratchy static—"S" sounds like "S" and "H" like "H". In the Synchrophase, artificiality of sound—the bane of radio reception—gives place to true, natural tones.

Add to this Grebe development, other exclusive Grebe features, and you get in the Synchrophase, radio reception unsurpassed in quality. Consider, for example:

The "Selective Sensitivity" controlled by Grebe Receiver Cells.

One-sided operation. Absence of the Phantoms.

Ask for a demonstration—then compare with other sets.

A. H. Grebe & Co., Inc., Broadway Flat, 109 W. 57th St., N. Y.

Factory: Van Wyck Boulevard, Richmond Hill, N. Y.

Western Branch: 443 So. San Pedro Street, Los Angeles, Cal.



THE GREBE
SYNCHROPHASE

TRADE MARK

REG. U. S. PAT. OFF.

All Grebe radios are
guaranteed and tested



This advertisement and the
advertising copy for the
Grebe Synchrophase set
are the property of A. H. Grebe
& Co., Inc. and should not be
reproduced without their
written consent.

When you place an order,
please specify the set and the
color of the set face to the
order or to the nearest sales
office.

Request Card

A. H. Grebe & Co., Inc.,
Van Wyck Blvd., Richmond Hill, N. Y.

I would like to hear from your station within the 48
hours based on the enclosed card.

Name _____
Address _____
City _____

EACH PIECE OF GREBE COPY IS INDIVIDUALIZED SO THAT IT CANNOT BE CONFUSED WITH THE COPY OF ANY OTHER RADIO MANUFACTURER

good selling months still ahead. While this company has been running up such a record, it has seen a number of other set manufacturers fall by the wayside. For the sales results which it has so far obtained, the company gives much credit to its advertising copy.

Like a number of other set

manufacturers, it has been busy building up a retail distributing organization. Its distribution plan can be outlined in a few words: It first zoned the country and then picked exclusive jobbers, who were given a definite territory. These jobbers then picked out retailers, who were given a franchise. The company itself has maintained a staff of service engineers who co-operate closely with the distributors' service departments. An advertising campaign that keeps the Grebe name before dealers has been carried on the year round in radio trade publications. On retail price protection this company has shown that it believes in taking every possible step to protect its regular dealers against the "gyp."

This plan of distribution does not differ in any marked degree from the plans that many other set manufacturers are following. Like those manufacturers, the company has been endeavoring to build a retailing organization that would be peculiarly its own. Its advertising today is an expression of that same desire.

The policy of using copy that could only be taken for Grebe copy is this: Use every interesting slant that can be thought of; say it conservatively; say it so the layman will understand but say it so that it becomes a specific argument for buying a set made by the company.

Copy appears in several different types of mediums, such as newspapers, farm papers and class papers. In the class-paper division radio "fan" and radio amateur papers are included. The copy is always adapted to the medium, but it is always Grebe copy because it follows this definite formula: The company believes that its set has certain definite and specific advantages over other competing sets. Its copy will start off with a general statement on the set and then lead into a discussion of each of these advantages, or else it will start off with a detailed explanation of one point and then close the argument with a listing and brief explanations of its other points of superiority.

As an example of the application of this formula, consider for a moment an advertisement illustrated with farm scenes that appeared in farm-paper space under the heading: "Buy Your Radio Set As You Would a Team or Tractor." In large type, the copy amplifies the headline. It agrees with the farmer that market quotations are important to him; it then asserts that inasmuch as such quotations are important, the farmer should have a set that can get them for him, and then finally suggests that the Grebe Synchrophase will do that job because of the specific advantages which it claims to possess. That statement leads naturally into a listing of those points. Thumb-nail illustrations of one or more of these specific claims usually accompany such listings.

In addition to that formula for text, this advertiser has other aids that it calls on to make each advertisement its own. The most important is a trade character—a drawing of the head and shoulders of a Chinese philosopher, "Dr. Mu." The creation of this trade character was purely the result of fanciful thought. The Greek letter "Mu," a frequently used symbol in radio engineering, suggested a Chinese of learning to someone in the organization some years ago when the company's market was the amateur radio operator. It was thought that such an interpretation would get the attention of the amateur. Since that time "Dr. Mu" has been at work for the company. In addition to identifying an advertisement as a Grebe advertisement, he has gathered to himself a selling job and a signature. The selling job consists of quoting a maxim from the teachings of Chinese philosophy, and then briefly interpreting that saying into an argument for the company's receiving set.

Another help is the distinctive hand-lettering of its trade-marked name "The Grebe Synchrophase." The style of lettering used suggests the Chinese, and is in keeping with the trade character, "Dr. Mu." The manner in which the

~~1926~~ One of the UNUSUALLY Prosperous Years

One of the most reliable indicators of expanding general business is industrial activity. Advertising volume in FACTORY, The Magazine of Management, is naturally extremely sensitive to this indicator. The November and December, 1924, and the January, 1925, issues of FACTORY carried a total of 998.1 columns, which represented a gain of 22% over the corresponding issues a year previous. The same issues a year later — November and December, 1925, and January, 1926—increased this gain to 36%.

FACTORY

THE MAGAZINE OF MANAGEMENT

Other Shaw Publications are: SYSTEM, THE MAGAZINE OF BUSINESS, HARVARD BUSINESS REVIEW, British SYSTEM, THE JOURNAL OF LAND & PUBLIC UTILITY ECONOMICS, INDUSTRIAL MERCHANDISING

company's product is pictured helps to identify its advertising. The picture used is always of the same model, and always without a loud speaker if possible. The company has no loud speaker to sell. The consumer's taste in loud speaker designs varies, hence it avoids whenever possible any illustration that calls for the use of a loud speaker.

NO ADVERTISING FROM THESE STATIONS

Four broadcasting stations, WAHG, WBOQ, WGMU and WRMU, are owned and operated by this company. Of these four, WAHG is the most widely known. Advertising is not sold over these stations, nor are they operated to advertise the company's set. The use of them to advertise Grebe sets would not fit in with the company's ideas on advertising, namely, specific reason-why copy. Their only purpose is to furnish entertainment and information. They are, however, used to advertise the company in its display copy. In practically every advertisement, mention is made of the stations. Lately, coupons on which requests for special selections over station WAHG can be made have been used. These coupons are giving the company an index to the reader attention that its advertising gets in addition to helping the company pick its musical program to meet the taste of its audience. After asking for selections, the coupon provides space for the sender's name and address and the name of the set he owns.

Probably one of the most important reasons why the company has been able to adhere closely to its definite policy of making its advertising stand as Grebe advertising is that it has concentrated on one model. Unlike many set manufacturers, it does not have a line of radio sets, nor has it encouraged the cabinet idea. And being free from the necessity of selling a line, it has not had to give over any part of its space to illustrations of different models. Instead, it has talked and illustrated different and specific points on one model.

The Schools Will Use Your Educational Booklets

PITTSBURGH, PA.

Editor of PRINTERS' INK:

There are many fine educational pamphlets published, and also many fine historical advertisements on various industries, but it is very difficult for the average layman to locate them. For that reason, I am writing you to ascertain if you could suggest some, or a central agency where I might secure a list of publishers. These pamphlets can be used in our trade schools and for an educative purpose.

W. G. McDERMOTT,
Instructor.

THIS letter contains a hint by which advertising managers might well profit. Teachers in the more progressive schools and colleges are always on the lookout for material of an educational nature, and advertisers who can get their booklets and portfolios into the hands of alert young school boys and girls will find that they are winning a valuable amount of interest and good-will. The local superintendent of schools will almost always be found sympathetic toward the use in special classes of educational matter bearing on local industries. Trade and technical schools offer a field for the distribution of informative advertising matter which has as yet been only partly explored by manufacturers.

PRINTERS' INK and PRINTERS' INK MONTHLY have often chronicled the appearance of books and pamphlets of this character. One of the latest articles on the subject, entitled: "History as a Factor in Good-Will Advertising," appeared in PRINTERS' INK MONTHLY for January. It mentions such historical booklets as "Comb Making in America," issued by the Viscoloid Company, Inc., Leominster, Mass.; "Forty Years of Service," by the New York Edison Company; and the series of studies issued by the State Street Trust Company of Boston. These are doubtless the educational pamphlets that the writer of the above letter has in mind.—[Ed. PRINTERS' INK.]

New Rates

Now —

\$3,400 per page

and until March 10th, 1926

Then —

\$3,700 per page

Circulation

over

2,800,000

(Members Audit Bureau of Circulations)

All-Fiction Field

Magazines of Clean Fiction

*Why New York housekeepers
ask Mayfair
about foods and home appliances*

A NEW recipe—another use for a familiar product—a more tempting way of serving a favorite salad—a different suggestion for refreshments at the afternoon bridge—an easier method of cleaning silver—such helpful ideas make it clear why housekeepers are interested in coming to Mayfair and why they are enthusiastic over what Mayfair has to offer.



What a chance to tell housekeepers about *your* product! What more effective way of winning new customers? Here at Mayfair, your product featured in an attention-compelling display, your product recommended in lectures by domestic science experts who enjoy the complete confidence of their audiences.

In the marketing of foods and household appliances there is a wide gap between dealer and consumer. Mayfair Service bridges this gap. Mayfair



sells the consumer *intensively*—something that advertising can do only in part, and the dealer not at all.

Twenty well-known products—all non-competing—are now being demonstrated at Mayfair.

Besides lectures and demonstrations to several thousand women per week, Mayfair Service includes exhibits and window displays of your product; also samples and printed matter to take home.

The charges for Mayfair Service are based upon a guaranteed average daily attendance of interested housekeepers. That this attendance is steadily growing is evidence that women find Mayfair filling a real need.

Let us send you detailed information about this profitable way of making new customers.



MAYFAIR

DEMONSTRATION AUDITORIUM

25 West 43rd Street, New York City
Operated by SHAW ADVERTISING CORPORATION

Sell MORE Families

FOLLOW *The Telegram* in its
new and sparkling dress ~ a
popular evening newspaper,
built in the interest of the
average New Yorker ~ ~
a buyer of EVERYTHING !

HOME ECONOMICS

FOODS

REAL ESTATE

FINANCE

TRAVEL

RESORTS

SPORTS

DRAMATICS

MOTION PICTURES

RADIO

MUSIC

HUMOR

A selling *influence* that national
advertisers can well afford to
CAPITALIZE ~ *now*

Is The Telegram on YOUR 1926 List?

The New York Telegram

Publication Office, Telegram Square, New York City

National Advertising Dept., DAN A. CARROLL, 110 East 42nd St., New York
Western Representative, HARRY D. BEAN, 208 So. La Salle St., Chicago, Ill.

A "Head-and-Shoulders" Article

OUTDOOR ADVERTISING AGENCY OF
AMERICA, INC.
NEW YORK, FEB. 2, 1926.

Editor of PRINTERS' INK:

Once in a great while there appears a bit of advertising literature that stands away out above the rest of what is written about advertising. Such a bit, without a shadow of a doubt, is "Advertisements I Have Met," by Ray Giles, in the February number of PRINTERS' INK MONTHLY. I wouldn't take a great deal for the pure delight of reading this. I would give a whole lot more to have written it. There is a touch of genius in what Mr. Giles has given us. As a rule I am too busy to throw bouquets, but I cannot fail to express to you the keen relish with which I met "The High-Hatter," "Me Instead," "Old Bore" and the others. There is too little of this sort of thing in the advertising periodicals, but Mr. Giles' inspiration makes up for a lot. My compliments and congratulations.

OUTDOOR ADVERTISING AGENCY OF
AMERICA, INC.,
F. W. NYE,
President.

C. W. Van DeMark Appointed by Health-O-Products

C. W. Van DeMark has been appointed vice-president in charge of advertising and sales promotion of the Health-O-Products Company, Cincinnati, selling agent of the Milson Chemical Company, manufacturer of the Household Products line of flavoring extracts and food products. A national campaign on these products will be started immediately.

J. A. Van Buren Advanced by Cleveland "Plain Dealer"

J. A. Van Buren, who has been in charge of department store advertising of the Cleveland Plain Dealer since 1923, has been appointed classified advertising manager. James Llewellyn is now assistant classified advertising manager.

Soap Account for Blackett & Sample Agency

The Remmers-Graham Company, Cincinnati, maker of toilet soaps, has appointed Blackett & Sample, Inc., Chicago advertising agency, to direct the advertising of Lana Oil Complexion Soap.

"Dearborn Independent" Appoints E. L. Carroll

E. L. Carroll, for many years with the Class Journal Company, has been appointed advertising representative of the Dearborn Independent, Detroit, in the Michigan and Ohio territory, including Buffalo and Pittsburgh.

Changes in Chicago Flexible Shaft Company

C. T. Madsen, formerly in charge of machinery sales of the Chicago Flexible Shaft Company, Chicago, has been appointed sales manager, succeeding the late John T. Ling. William Shaw who has been in charge of electrical department advertising and sales promotion work, is now in charge of all advertising. A. W. Olson has been placed in charge of machinery sales. He was previously in charge of machinery, hardware and industrial furnace advertising.

F. A. Spencer Leaves Gabriel Snubbers

Frank A. Spencer, assistant sales manager of the Gabriel Snubbers Manufacturing Company, Cleveland, for the last two years, has become business manager and partner of the Gabriel Snubber Sales and Service Company, also of Cleveland.

Cramer-Krasselt Agency Opens Oakland Office

The Cramer-Krasselt Company, Milwaukee advertising agency, has opened an office at Oakland, Calif. Harry C. Drum, formerly sales manager of the Samson Tire & Rubber Corporation, Los Angeles, is manager of the new office.

A. D. Grose to Direct John Buchanan Agency

Arthur D. Grose has been appointed to direct The John Buchanan Advertising Agency, Boston, formerly conducted by the late John Buchanan. Mr. Grose has been associated with this agency for the last four years.

Silver Fox Account for Frank B. White Agency

The Hickory Grove Fox Ranch, Chilton, Wis., silver foxes, has appointed the Frank B. White Company, Chicago advertising agency, to direct its advertising. Farm and fox papers, and direct mail will be used.

T. F. Kelly Transferred by Hoover Company

Thomas F. Kelly, vice-president in charge of sales of The Hoover Company Limited, Hamilton, Ont., has been transferred to Chicago as branch manager.

Malt o'Wheat Business Sold

The Sims Cereal Products Company, St. Paul, Minn., manufacturer of Malt o'Wheat breakfast food and whole wheat flour, has been sold to A. G. and C. H. Siems, and R. A. Schaffner, of St. Paul, who plan to expand the business.

And Now, as to Headlines—

The Best Headline Must Meet Six Tests

By Allen T. Moore

ADVERTISING folk are pretty well agreed on the major functions of the headline. They are unanimous that it should be arresting—a sail at sea, a flag on a spire, a pointed finger, a knock on the door.

A further function mostly believed in, is that to the readers of its message, the headline that grades A must be a "promise of advantage."

And, of course, all of them fall into one or the other of two classes. One, I have arbitrarily called the Fictiform; the other, the Factform.

"20 Miles to the Gallon—5 to 25 Miles in 7 Seconds," would be a factform headline. "A shot rang out, and then—" is fictiform headlining. Any ingenious maker of headlines knows, of course, that for the captioning of almost any message either form *can* be used. For him, then, the problem is to choose that form which seems most likely, under all the circumstances, to be the more effective.

A copy writer who has weathered many campaigns tells me that the best headline is that which measures up to the following six standards:

- Original
- Relevant
- Selective
- Succinct
- Euphonious
- Assimilable

These six attributes, he explained were, of course, suggestive rather than conclusive . . . A headline may be said to be *original*, for example, in the degree that it has a personality of its own. The opposite, let us say, of such an instance as "X Combines Beauty with Economy."

Relevance is self-explanatory. It strictly prohibits such once-sanctioned stunts as luring the reader by an intriguing caption which, at the end of the message,

merely ties up with Potter's Pain-killer Pills!

Your *selective* headline mutualizes message and buyer automatically. For instance, "You Might Laugh at this New Way to Grow Hair," instantly establishes contact between a hair-restorer and the hair-losing reader—eliminating all others. Many a good headline may not need to be selective at all. "At What Rate Do You Run YOUR Brain?" is non-selective, because the number of its prospects is so tremendous that the appeal can be made universal.

Every headline of top efficiency should certainly be *succinct*. The stipulation implies much more than brevity, however. Here, the dictionary aids us to a right distinction. The "succinct," it explains, "has an alert effectiveness as if girded for action." The word breaks down, in fact, into Latin preposition and verb meaning "To girdle up"—hence it is easy to see its happy applicability to good headlineage.

Then, there's that nice accordance of sound with sense, called *euphony*, which, like Emerson's rhodora, is "its own excuse for being," and is chiefly desirable, I think, because it helps to foundation that last but not least among important elements in a headline: *assimilability*. Perhaps other terms will express the quality as well, but to me the word is superior to any others I can think of. It connotes all the physical and psychical requirements of easy eye-grasp and frictionless mind-grasp that belong to the caption that captivates.

* * *

During a friendly discussion of headlines the other day, a well-known advertising agent declared: "I am completely off the type of headline that reads, 'Why Ten Million People Prefer Jones's Soup.' I am, instead, swinging to the headline which tries to epitomize an

A Natural Growth

DURING the past ten years the circulation of Fashionable Dress has grown from less than Two Thousand copies a month to an average in excess of One Hundred and Fifty Thousand for the year 1925. (A.B.C.)

Within the last four years its circulation has increased 134%.

The importance and significance of these figures can only be appreciated when it is realized that this extraordinary growth is wholly due to word-of-mouth advertising.

The circulation of Fashionable Dress has steadily increased for ten consecutive years as the result of a natural acceptance of its editorial value.

Fashionable Dress now has the largest circulation of any fashion magazine selling at thirty-five cents a copy.

FASHIONABLE DRESS

Member Audit Bureau of Circulations

outstanding, or *the* outstanding, merit of the product in question, even though I run to considerably more than the four - to - six - word length prescribed by our traditions.

"With me, the work of headline-making has become more and more important. Of course, one of the sorrows of this business is, that after you have done your best, some arbitrary client will quite likely demolish your caption at one fell pencil-swoop and insist on substituting 'something short and snappy.'

"Mind you, I have no quarrel with 'short and snappy.' But this fetish of brevity omits consideration of so many other more important matters!"

Another true craftsman, a copy chief of my acquaintance, is uniquely fastidious, critical and scrupulous in regard to his headlines. So much so, that he is usually the despair of his subordinates. He is everlastingly revising the wording or realigning the number of characters and spaces in a headline. Of course, there's a deadline on that sort of thing. But two very salutary effects of this copy chief's craft insistence have come to my advice. One is that the agency has a well-deserved reputation for consummate advertisements. The other is that copy writers leaving their oft-complained-of supervision carry with them and apply a standard of excellence as to form, finish and expressiveness which they would hardly have acquired under any other discipline.

Genuine headline ideals are surely in more evidence today than they used to be. There are plenty of exhibits that measure up creditably to our six-phase test: originality, relevance, selectivity, succinctness, euphony and assimilability.

For instance, I've run through a number of advertisements exploiting a few less than twenty sorts of merchandise or service. The good-headline harvest in these fields was well worth putting into a sheaf.

Ovaltine, a food drink, sums up its case with "It Picks You Up like a Bit of Good News." And

the Cambridge Rubber Company aptly capitalized a sport event with, "When Yale Forsook the Blue and Harvard the Crimson, for Yellow Slickers." Hickok belts achieved a double holiday urge with "A Man's Gift and a Woman's Opportunity."

"Coal Delivered in a Taxicab" put a good headline to the message of the Consumers Company of Chicago, who followed it in the text with: "We can do it that way now if you want it, but we can't later on." An investment company made an excellent opening drive with "Imagine an Income being an Inconvenience!" — scarcely surpassed in originality by the Wright's Underwear startler, "Your Daily Pound of Danger."

A NOVEL APPROACH

As novel an approach as I have seen, however, was that Hart Schaffner & Marx departure from the hackneyed in the headline, "Yourself, Incorporated," followed by "If you were a business, how would you dress?" That set the buyer of men's clothes thinking along new lines to the same old conclusion.

"Travelers' Tales *Were* True," declared the maker of Hudson's Bay Tobacco, and one forthwith invaded the text to find out what and why. "Between You and High Fuel Bills" heralded the story of Sheetrock—with an illustration equally forceful. Every consistent reader, moreover, who noted the Library Bureau advertisement entitled "Arrested!" will not soon forget the graphic caption, nor the sinister shadow of "the thief of time and space" which fell athwart the form of the harassed bookkeeper busy at his midnight task. "A Thermometer and a Coal Bill—Heatrola's Star Witnesses," introduced a new "slant" into the old message of a home furnace.

Let him, moreover, who thinks booklets must be indubitably dull, give a minute or two to that of the New Haven Clock Company, and recant! "Time Melodiously Told" ushers its reader into an atmosphere as redolent of chime clocks and their charm of posses-

Advertising frequently
discloses the difference
between a *manufacturer*
and a *merchandiser*.

McJunkin
Advertising Company

Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago

THE MAGAZINE SECTION

of

The New York Times

Sunday Edition

Printed by Rotogravure

ADVERTISING CONTRACTS FOR 1926

- | | |
|--|--|
| Ainslie Galleries, New York (art) | Dunn Pen Co., New York (fountain pen) |
| Alpha Publishing Co., New York | Edwin Cigar Co., New York |
| American Acoustic Corp., New York (hearing device) | Clarence B. Fargo, Frenchtown, N. J. (flower seeds) |
| American Bond & Mortgage Co., New York | Ferargil Galleries, New York (art) |
| American Phonophor Co., New York (hear- ing device) | Fiala Outfits, Inc., New York (sport goods) |
| American Piano Co., New York | Fifth Avenue Stationers, New York |
| Anderson Galleries, New York (art) | Fireside Industries, Adrian, Mich. (art novelties) |
| Antiquarian Magazine, New York | Flint & Horner, New York (furniture) |
| Army & Navy Supply Stores, New York | The Forum, New York (publication) |
| Arts & Decorations, New York (interior decoration) | Emil Fuchs, New York (art) |
| Bankers Loan & Investment Co., New York | Globe-Wernicke Co., Cincinnati, Ohio (book cases) |
| Bartel's Bird Shop, New York | Grand Central Art Galleries, New York |
| Barton, Price & Willson, New York (in- terior decorators) | Grand Central Wicker Shop, New York (furniture) |
| Bell Engraving Co., New York | Peter Henderson & Co., New York (flower seeds) |
| H. Bente & Co., Chicago and New York (radiator covers) | M. Hensoldt & Son, New York (optical goods) |
| Bond Press, New York (stationery) | J. R. Herter & Co., New York (tapestries) |
| A. Bourjois & Co., New York (toilet preparations) | P. Jackson Higgs, New York (antiques) |
| Brill Bros., New York (men's clothing) | Hildebrand Shop, New York (candy) |
| Bristol-Myers Co., New York (tooth paste) | Holly Bulb Farms, Mt. Holly, N. J. |
| Wallace Brown, New York (stationery) | Homart Studios, New York (art lamps) |
| Brown-Robertson, New York (publishers) | International Correspondence Schools, Scranton, Pa. |
| Cambridge School, Cambridge, Mass. | International Mercantile Marine Lines, New York |
| Chambers Hardware Co., New York | International Mills & Timber Co., Bay City, Mich. |
| Charles of London, New York (art) | Jay-Thorpe, Inc., New York (women's wear) |
| Collins Nurseries, Moorestown, N. J. (trees and shrubs) | W. H. Johnston & Son Co., Indianapolis (radiator shields) |
| Columbia University, New York | Kamrass & Sons, New York (cushions) |
| Comfort Corset Co., W. Hoboken, N. J. | Jan Kleykamp Galleries, New York (art) |
| Crosby Underwear Co., New York | M. Knoedler & Co., New York (art) |
| Curtis Furniture Co., New York | C. W. Kraushaar, New York (art) |
| F. E. Davis, Gloucester, Mass. (fish products) | |
| Doubleday-Page Co., Garden City, N. Y. (publishers) | |
| Dudensing Galleries, New York (art) | |

(Continued on next page)

(Continued from preceding page)

- LaSalle Extension University, New York
 Lambert Pharmaceutical Co., St. Louis, Mo. (Listerine)
 Life Extension Institute, New York
 Lincoln-Ulmer, New York (cigars)
 Little & Ives, New York (printing)
 Lockwood & Almquist, New York (electrical clock)
 C. J. Lundstrom Co., Little Falls, N. Y. (bookcases)
 Macbeth Galleries, New York (art)
 A. G. MacAinch, New York (insurance)
 H. G. McFaddin, New York (lighting)
 McIntyre & Whitaker, New York (ventilators)
 May Oil Burner Corp., New York (heating)
 Mears Earphone Co., New York (hearing device)
 Merton Institute, New York (educational)
 Milch Galleries, New York (art)
 H. R. Millar, Front Royal, Va. (hams)
 R. E. Miller, New York ("Dorak" Folding Wardrobe)
 Morse & Burt, New York (shoes)
 Arthur Murray, New York (dancing)
 Katinka Narinska, New York (music instruction)
 National School of Interior Decoration, New York
 J. P. Neff & Co., New York (stationery)
 C. M. Nevius, Inc., Nevius, N. Y. (coffee mill)
 New School of Design, New York
 New York Mausoleum Association, Inc., New York
 New York Title & Mortgage Co., New York
 New York University, New York
 The New Yorker, New York (magazine)
 North American Institute, Chicago, Ill. (speaking course)
 O. K. Vacuum Brush Sales Co., New York
 Parents Association, Pleasant Hill, Ohio (child training)
 Patrician Clock Co., New York
 Pelman Institute, New York (memory training)
 Peno-Pencil Co., New York
 Perfolastic, Inc., New York (corsets)
 Personal Stationery Corp., New York
 Platt Service, Inc., New York (advertising)
 Ponsell Floor Co., New York (floor polisher)
 Postal Pen Co., New York
 Primset Co., W. New Brighton, N. Y. (device for ears)
 Prudence Co., New York (bonds)
 Reagil Book Co., New York
 Joseph Reilly, New York (insurance)
 William J. Reilly, Dansville, N. Y. (nurseries)
 Review of Reviews, New York (publishers)
 Round the World Club, New York (travel)
 Allen Ross & Co., New York (publishers)
 Royal Society Stationery Co., New York
 Fred J. Schaeffer, New York (insurance)
 Sherwin Cody School, Rochester, N. Y.
 A. F. Stoeger Co., New York (guns)
 Stumpp & Walter, New York (flowers)
 Suesfel, Lorsch Co., New York (opera glasses)
 Suarez & Crespo, New York (cigars)
 Tilton Publishing Co., Boston, Mass.
 Universal Sales Co., New York (stationery)
 Paul von Boeckmann, New York (book on nerve treatment)
 The Weil Co., New Haven, Conn. (corsets)
 James West, Ballston Spa, N. Y. (stationery)
 White & Wyckoff, Holyoke, Mass. (stationery)
 Mrs. J. B. Wiltbank, New York (art)

THESE advertisers have learned that the quantity plus quality of its readers, and confidence in The Times, makes the Magazine Section an outstanding medium for the announcement of merchandise and services appealing to intelligent, discriminating persons.

THE Rotogravure process permits beautiful reproduction of the most attractive advertisements. The censorship of The New York Times excludes misleading or undesirable advertisements.

NET paid sale more than 600,000 copies—greater than the combined distribution of the five leading quality magazines. Rate, \$1.10 a line.

sion as anything one would expect outside "pure literature." In fact, pure literature would not be ashamed of:

A clock's low ticking is a friendly thing in the silence. Its soft, steady pulses grow almost intimately dear. But the chiming of a clock has a melodious message—a recurring moment of musical beauty—that makes you alert to listen. . . . The mellow striking of the hours enriches the air it speaks in . . . and the silvery notes of the chiming quarter-hours awake an atmosphere of old-time sweetness and cloistered peace. Homes that have loved these friendly chimings would seem strangely empty without them. And homes not yet familiar with their richness have missed one of the most charming of personal associations.

Equally *à propos* of its theme in both headline and text was an advertisement of Simonds furniture in which an atmospheric illustration was aptly captioned as follows:

Flowers, somewhere, in a bowl; maybe the crackle of an open fire; lights pleasantly shaded; the first three inches of a good cigar; black coffee, and a glance at the late edition of the Times—that's

The Half Hour After Dinner

Prosaic of the prosaic, *per se*, was the next example I came across. But not prosaic was the headline builder who handled it! On suspenders we are startled with the query, "How Old Is Your Waistline?" Every unsuspended male is made to feel the menace of his "flabby trunk muscles," as he reads an advertisement like that, and to learn thereby his need for President suspenders.

Then there was another bad assignment—a two column by seven inch advertisement on rivets. How many could have done better than the chap who handled the job originally for Interstate Steel.

First, his headline: "Good Headwork." Then his copy—just forty-four words of it—delivered with the sure aim and force of a riveter: "One thing you must count on in a rivet—good headwork. A rivet must stick to its job. To stick to its job it must stick to its head, and you can count on Interstate Rivets for that—the Heads Stay On Interstate Rivets."

No straying from the text for a split second! Like a boomerang thrown by an Australian ancient, the thought circuits its own headline and returns to the closing display lines doubly weighted because of its reiteration.

"At What Rate Do You Run YOUR Brain?" asked the publisher of the Harvard Classics—and before the average reader could forget the implication of this unusual thrust, he was made to feel that a clipped coupon plus the booklet, "Fifteen Minutes a Day," were two mediums of introduction to mental efficiency he might do well to secure at once.

* * *

To ask of the headline that it carry any greater burden than that of attention and interest, is not only an abuse of function but a misunderstanding of simple psychology.

One very prominent advertising man has set up, as the distinction to be borne in mind when deciding whether to use a factform or fictiform headline, the query: "How necessary is it that the advertisement be read?" I differ from him in feeling that *all* advertisements should be read—or else not written.

Regardless of that point, however, the fact remains that more intelligence and consideration of values than ever before are being devoted to the headline. One has only to test out the passing abundance of examples to see that they are, as a whole, becoming more original, relevant, selective, succinct, euphonious and assimilable than they were in the past. Which, as Hamlet would remark, "is a consummation devoutly to be wished."

Wisconsin Daily Newspaper League Meets

The Wisconsin Daily Newspaper League recently held its quarterly meeting at Milwaukee. L. M. Barton, compiler of the survey book for the "100,000 Group of American Cities," spoke before the members of the league.

E. D. Voorhis, general sales manager of The H. D. Lee Mercantile Company, Kansas City, Mo., has been made a member of the board of directors.



THE J. Walter Thompson magazine survey showed the following classification of the 106,000 families in Cincinnati:

- Group 1—Professional People, Merchants, Executives, Commercial Travelers.... 14%**
- Group 2—Skilled Workmen and Clerical 43%**
- Group 3—Unskilled and Semi-skilled.... 43%**

The Thompson report stated—

"Group 1 will receive almost five magazines for every family, Group 2 will be covered by one and one-half magazines per family, but Group 3 will receive only one magazine for every four families."

Read the Thompson percentages again, then study the United States Census Bulletin of wage earners, on the following pages—and you will do a whole lot of thinking.

\$90,000,000.00 a

Group 2

| Number | | Daily Wage |
|-----------|----------------------|--------------|
| 887,379 | Carpenters | \$9,000,000 |
| 801,901 | Machinists | 7,000,000 |
| 323,032 | Painters | 3,000,000 |
| 206,000 | Plumbers | 2,500,000 |
| 221,421 | Blacksmiths | 2,000,000 |
| 242,096 | Stationary Engineers | 2,000,000 |
| 212,964 | Electricians | 1,700,000 |
| 131,264 | Masons | 1,500,000 |
| 140,165 | Compositors | 1,250,000 |
| 123,681 | Moulders | 850,000 |
| 74,088 | Boiler Makers | 750,000 |
| 69,735 | Tinsmiths | 750,000 |
| 45,876 | Plasterers | 500,000 |
| 45,511 | Cabinet Makers | 500,000 |
| 79,434 | Telegraph Operators | 500,000 |
| 1,575,700 | Retail Sales Clerks | 7,500,000 |
| 615,154 | Stenographers | 2,500,000 |
| 734,688 | Bookkeepers | 3,500,000 |
| 190,160 | Telegraph Operators | 950,000 |
| 149,128 | Trained Nurses | 750,000 |
| | | <hr/> |
| 6,869,377 | | \$49,000,000 |

Group 3

Semi-Skilled Labor

| | | |
|---------|-----------------------|-----------|
| 689,960 | Steel & other metals | 4,000,000 |
| 168,719 | Lumber & furniture | 850,000 |
| 80,403 | Printing & publishing | 500,000 |
| 85,434 | Clay & glass | 425,000 |
| 86,204 | Rubber factories | 400,000 |
| 64,841 | Electric Supplies | 350,000 |
| 50,341 | Chemical plants | 250,000 |

Unskilled Labor

| | | |
|---------|----------------------|-----------|
| 797,500 | Steel & other metals | 3,000,000 |
| 623,203 | Building trades | 2,500,000 |
| 409,360 | Clothing industries | 1,400,000 |
| 348,430 | Food industries | 1,300,000 |
| 320,613 | Lumber & furniture | 1,250,000 |
| 302,454 | Cotton Mills | 1,000,000 |
| 206,225 | Shoe factories | 700,000 |
| 206,402 | Textile Mills | 750,000 |
| 115,721 | Silk Mills | 450,000 |
| 107,604 | Knitting Mills | 375,000 |
| 124,544 | Clay & glass | 450,000 |
| 125,609 | Coal yards | 500,000 |
| 463,891 | Other industries | 1,750,000 |

0 a day in wages!

| Number | Other Classifications | Daily Wage |
|------------|-----------------------|--------------|
| 109,899 | Railway engineers | \$1,000,000 |
| 91,345 | Railway firemen | 550,000 |
| 111,565 | Switchmen | 650,000 |
| 74,539 | Railway Conductors | 600,000 |
| 114,107 | Railway Brakemen | 650,000 |
| 63,760 | St. Ry. Conductors | 300,000 |
| 62,959 | Motormen | 300,000 |
| 307,413 | Foremen | 2,000,000 |
| 143,875 | Firemen Plants | 800,000 |
| 97,940 | Bakers | 500,000 |
| 411,132 | Draymen | 2,000,000 |
| 123,684 | Shipping clerks | 500,000 |
| 122,105 | Butchers | 600,000 |
| 228,985 | Waiters | 1,000,000 |
| 115,553 | Guards & watchmen | 700,000 |
| 80,334 | U. S. Inspectors | 650,000 |
| 82,120 | Policemen | 600,000 |
| 55,597 | County Inspectors | 450,000 |
| 32,214 | Marshals & detectives | 250,000 |
| 149,347 | Delivery men (stores) | 600,000 |
| 398,475 | Cooks | 2,000,000 |
| 221,612 | Housekeepers, etc. | 1,000,000 |
| 156,769 | Midwives, etc. | 600,000 |
| 120,715 | Laundry operators | 500,000 |
| | | <hr/> |
| 8,853,502 | | \$41,000,000 |
| | | <hr/> |
| 15,722,879 | | \$90,000,000 |

Obviously, with one and a half magazines to the family, magazine advertising has but slight influence on the 6,869,377 wage earners and their families in Group 2 and with only one magazine to four families, magazine advertising has no more effect on the 8,853,502 wage earners and their families in Group 3 than an occasional drop of water on a duck's back.

Street Car Advertising is a constant "follow up" on these 15,722,879 wage earners and their families. The average family in the cities, including all classes, uses the Street Cars *five times every day in the year.*



The leading magazines would like advertisers to believe that the many millions of wives of the wage earners follow the society queens to the grocery stores to find out what they eat and use in their homes. **That's applesauce!**

The other extreme is nearer the truth—when the banker's daughter wants to bake a cake, she asks the cook to teach her. When the jeweler's wife needs new drapes, the store clerk tells her the correct kind to buy, and Big Bill from the upholstery department puts them up very artistically. When the merchant's wife has an emaciated baby who rejects different foods, she gets the right advice to use Borden's Eagle Brand Condensed Milk from her maid's sister, who is the mother of two husky policemen.

I am for the masses—the \$90,000,000 a day class!

H. Barnard
National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.



When the Industrial Staple Is Changed into a Specialty

Then Come the Problems of Dressing, Branding and Trade-Marking It

MANUFACTURERS of various staple products may find unusual and valuable suggestions in an account of the recent development of Bonney wrenches. Other standardized, staple and highly competitive goods have been lifted into the specialty class by clever improvements. But here is a manufacturer who accomplished these things, and then took advantage of the established reputation of a raw material by dressing, branding and trade-marking his specialty.

The Bonney Forge & Tool Works, Allentown, Pa., have for many years been manufacturing drop forged wrenches and allied products, trying, the same as every manufacturer, to make them just a little better than the other fellow but making them according to the old formulas, the same as every one else. A few years ago, the demands of the automotive business, particularly, convinced them that wrenches made by the old process were not good enough. In the matter of wrenches for adjusting valve tappets alone, investigation showed that the ordinary type of wrench was only good for from two to four weeks in most shops, and while, in one way, it was very nice to be able to sell the same man a number of sets of wrenches every year, the reputation of all of the wrench builders was being endangered. Tougher and stronger nuts and bolts required better and stronger tools to set them properly.

Consequently, the Bonney Forge & Tool Works began a series of experiments to determine ways and means of producing wrenches that would adequately meet the modern demand. After many weeks, the company determined that chrome vanadium steel, when properly utilized, would make a stronger and better wrench than any other known material.

The company decided to con-

tinue making its line of carbon steel wrenches and to put out the chrome vanadium wrenches as an added specialty line. The new line was announced about three years ago and the first advertisement caused a great deal of surprise and not a little merriment throughout the wrench industry. The trade seemed to agree that chrome vanadium steel would make a better wrench but it was thought that its high cost would be prohibitive. The price of the new chrome vanadium wrench was twice that of the best make of carbon steel.

However, the company was convinced that it had a superior product, that it was salable regardless of the high price, and that a large market for its goods existed. The next step was to prepare the new line so that it would meet the least possible amount of resistance in merchandising, and in this the raw material, itself, offered a distinct advantage.

ALL WRENCHES LOOK ALIKE

Chrome vanadium is generally known as a high-price, superior steel alloy. So the Bonney company took advantage of this fact by branding every one of the new wrenches "Chrome Vanadium." But something else was necessary to individualize them. As they come from the forge, the wrenches look very much the same as any other wrench, and cannot be distinguished at a glance from other makes.

Therefore, the company adopted a distinctive dress for the new line. The wrenches are nickel-plated, and the flat sides of the jaws are polished. This sets them apart from all others and the dress has considerable trade-mark value.

The next problem was concerned with tying up the new line with the prestige and reputation of the old. For this purpose, the com-

pany uses an orange and black decalcomania label on the nicked handle of every wrench, which presents the old trade-mark and "Bonney Original Chrome Vanadium."

As another link in the chain of evidence as to origin and ownership, the company adopted the trade-mark "C. V." As a rule, initials are not considered the best trade-marks, for the reason that a very large number of them are in use, and because they so frequently signify little or nothing to the public. But in this case, the initials "C. V.," as standing for chrome vanadium, have a particular significance. This mark has been registered by the company in the trade-mark division of the U. S. Patent Office. It is registrable because, so far as the patent officials and the courts are concerned, "C. V." constitutes an arbitrary mark and has not been previously used as a trade-mark for goods of similar character.

Incidentally, the company has adopted the Bonney Scotch Plaid to lend additional distinction to its advertising and packages. Wherever possible, the plaid is printed in the original colors as a background for advertisements, and as a lining for leather rolls.

Throughout this experience, it is apparent that the object has been to prepare the new line for future merchandising. As Fred S. Durham, vice-president and treasurer, expressed it:

"When we were developing the new line of 'C. V.' wrenches, we realized that we had a proposition of almost unlimited possibilities if we could adequately identify our products and fully protect their means of identification. During our experience, we have seen some excellent specialties placed on the market without due regard to these matters, and, as soon as they won the approval of the trade, they were handicapped or superseded by imitation. Therefore, we determined to apply every safeguard we could find.

"We published our first advertisement, featuring 'C. V.' wrenches, in several trade journals

about three years ago. Since then our small appropriation has grown, and we invested a large sum for advertising last year in the trade press. Every time our trade-mark is printed in an advertisement or catalogue, we indicate that it is registered, and we describe the nickel feature even when illustrations of our wrenches are used in advertisements.

"We are building toward national advertising. Just when we will be able to enter the broader field I do not know, but we are now sure that we have a proposition that is entirely protected as regards identifying features. Consequently, since almost everybody uses wrenches, and because our product is superior, we are sure that a profitable and universal demand can be created by advertising 'C. V.' wrenches nationally."

The Moral Is "Don't Delay" Slogan Registration

CATERPILLAR TRACTOR CO.
SAN LEANDRO, CALIF.

Editor of PRINTERS' INK:

In perusing the December 31 issue, I was interested to note in the article, "If a Slogan Could Destroy Carthage—," the application of the H. M. Reynolds Shingle Company for the registration of the slogan "Built First—To Last."

During 1925, when I was advertising manager for the C. L. Best Tractor Company, I ran a series of advertisements in which was embodied this particular slogan, placed in the form of a seal. At this time, all I can find are two extra proofs of advertisements bearing this particular slogan.

For some reason, possibly the pending of the amalgamation between this company and the Holt Manufacturing Company, we neglected to register this and so, of course, it is anybody's meat.

I am forwarding these proofs to you merely as a matter of interest.

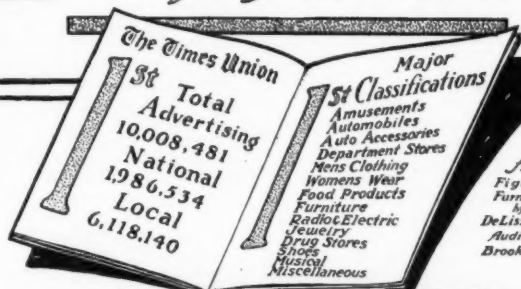
CATERPILLAR TRACTOR CO.,
J. H. HOWELL,
Sales Department.

W. E. Gibson, Editor, Studebaker House Magazine

W. E. Gibson has been made editor of "The Wheel," a new monthly house magazine of The Studebaker Corporation of America, South Bend, Ind. He was formerly vice-president and executive editor of Retail Furniture Selling, Chicago.

The Sandusky Cement Company, Cleveland, has appointed Walter E. Lopeman advertising manager.

1st Every Consecutive year since 1900 1925 Record



All
Figures
Furnished
by
DeLisser Bros
Auditors
Brooklyn, N.Y.

First in the
Daily Field in
Albany
by
Every Possible
Logical
Comparison



REPRESENTATION
Verree & Conklin Inc.
New York-Detroit-Chicago-San Francisco

The Times-Union.

Albany (Capitol City of) N.Y.
The Times-Union is a Six Day Evening Paper

How a Booklet Advertises Itself

Kleinert Displays Consumer Booklet in General Mediums

WHEN you get out your consumer booklet, do you give it a major part in your general advertising? Or do you put it down in one corner of the layout and let it get only the crumbs of attention?

The I. B. Kleinert Rubber Company has recently elevated the booklet to a high position. In fact the company not only has given it the major part in the general advertising but has made it advertise the whole line at the same time that it is advertising itself! Rather a "from rags to riches" rise for the poor, lowly booklet.

First for the booklet itself. It is called "What's New in Notions" and is intended to point out to the woman consumer of dress shields, infants' wear and sanitary goods how many other Kleinert articles she could undoubtedly use if she knew about them. It is advertised in a list of women's magazines and sent free, on filling out a coupon with name and address. Primarily, the booklet shows all the varied items in the company's line and suggests the best uses for them.

But, instead of laying out a page of general advertising and telling only incidentally that such a book is available, the company has opened the book at an interesting page, spread it across the advertisement, and said that this page, with all its interesting facts about baby pants or protective rubber garments, is only one of the many interesting pages in the book. It happens that this display of the open book advertises the entire line, because on the edge of the exposed page are pictures of other Kleinert articles.

For example, the book is opened to the little chapter on baby pants, and the double page is laid right across the entire advertisement. Under the chapter title, "Choose baby pants that are safe for baby," the spread tells how the rubber in Kleinert garments will not hurt the baby's delicate skin.

Then it gives some hints on how

best to care for the child. Along the right edge of the page, in a strip that resembles a length of motion picture film, are eight pictures of other items done in white on a dark background. Underneath the illustration is copy that focuses the whole advertisement by announcing the "What's New in Notions" book. Beneath the complete layout is the coupon, which stretches nearly across the page.

Instead of just telling women that a helpful booklet is available, the booklet in ways like these shows the women exactly what information it contains and what help it has for them.

At the same time, it does what any usual Kleinert advertisement would do—it stresses a single feature of the line, besides touching pictorially on the general merchandise. And it does all of these things more effectively than the ordinary layout could. Literally, instead of Kleinert advertising the booklet, the booklet is advertising Kleinert.

At Work on Advertising Dictionary

WILLIAM HENRY BAKER
CLEVELAND, JAN. 25, 1926.

Editor of PRINTERS' INK:

Noting C. C. Ronald's quest on page 84 of your January 21 issue, reminds me of my own work on exactly what he seeks: "A Dictionary of Advertising."

After publishing my "Dictionary of Engraving" and "Dictionary of Men's Wear" in 1909 (both now out of print) I began on "A Dictionary of Advertising," working on it as time permitted.

In the sixteen years a vast amount of material has been prepared—enough to make a goodly book—but, as you say of the other undertaking, the more I do the more there seems yet to be done!

But some day I hope to finish it. There should be a real market for it.

WILLIAM HENRY BAKER.

Philadelphia Transit Stock Again Sold by Advertising

The Philadelphia Rapid Transit Company is selling its second issue of preferred stock by means of newspaper advertising, car cards and booklets. The booklets called "Service Talks," are distributed by conductors in the cars. Every advertisement carries the monogram, P.R.T., and a small cut of one of the company's cars.



A Gentle Twist Seals and Secures

Every bottle or jar that is capped with the Amerseal is sealed with a security that defies even the air. No matter how many times an Amersealed container is opened, it can easily and instantly be resealed again, making a closure as air-tight as when it left the factory.

Toilet preparations that are Amersealed never lose their strength or consistency. They do not dry, cake, or crystallize. The contents can't leak out and collect around the pouring opening. That's why manufacturers of hand lotions specify Amerseal protection.

The scientific mechanical construction of the Amerseal makes a positively air-tight closure—quickly applied; a safe and secure seal—readily and quickly removed. There is sufficient flexibility in the cap to offset variations in glass and liners. The equally spaced lugs engage corresponding and slightly inclined threads on the container, making a positively secure, air-tight, leak-proof, scientifically fitted closure. It has a rolled edge which cannot cut the fingers.

The majority of Amerseals are lithographed or enamel sprayed. Their users realize the merchandising, advertising and selling value of having their name, trademark, or slogan appear in a distinctive manner, or of having a beautifully tinted seal as the closure for their container.

The Amerseal displays, sells and secures.

Amerseal Your Product

*A Better "Seal-and-Re-seal" Is
Not Possible*

**AMERICAN METAL
CAP CO.**

Brooklyn New York

Branches in the following cities:
Chicago, St. Louis, Portland,
Cleveland, Los Angeles, Seattle,
Detroit, San Francisco, Louisville

unparalleled increases in leadership!

HERE is a record of leadership and increased leadership that is without parallel in Classified Advertising.

In Los Angeles, in Automobile Classified Advertising, Examiner Classified Ads have led the second morning and Sunday paper, for the past five years, as follows:

The Los Angeles Examiner's Excess

In 1921, 1100 Ads—60,000 lines

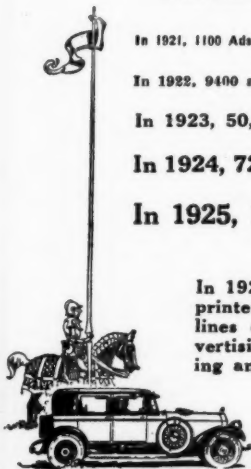
In 1922, 9400 ads—133,000 lines

In 1923, 50,000 ads—319,000 lines

In 1924, 72,000 ads—420,000 lines

In 1925, 104,000 ads—604,000 lines

In 1925 The Los Angeles Examiner printed 235,000 ads and 1,280,000 lines of automobile Classified Advertising—double the second morning and Sunday newspaper.



EXAMINER *Classified ADS*

First Impressions in an Advertising Agency

A Young Man Discloses Some of His Thoughts after a Short Period of Agency Work

By George Field

THESE impressions of a young man on first entering advertising agency work are necessarily general. But one must take into consideration that they are first impressions and very recent ones. Were I to attempt the same thing several years hence, I would probably fail. My first impressions would be lost in a mass of added information and experience.

My entrance into this work was quite accidental. I had just failed in a bookshop venture, and was ready to accept the first available position. The short-lived bookshop was the natural outcome of my lack of practical experience. I had begun to operate just in advance of the summer period, the dulllest in the year for the bookshop. I did not have a penny of my own, but used borrowed money. Bills came due, debts had to be paid, and very little was happening during the hot summer days with which to meet these obligations. I was forced to find more lucrative work.

During those months, I received my greatest thrills while preparing the direct-mail and other advertising. Also, I spent a great deal of time in decorating the shop and creating a distinctive and artistic atmosphere. When I was forced to look for work and was directed by an employment bureau to a secretarial position in one of the largest advertising agencies in this city, I felt it was just the thing for me.

My first impression was that of meeting men—men who possess the amiability and ease of speech so essential to effective salesmanship, as well as the education and the training, which add to these qualities interest, instructiveness, and a deeper and healthier sincerity.

In these new surroundings I have met with readiness to help me understand and perform my work more efficiently. "Ask questions" is implied in everything that is said. Such encouragement and interest have inspired me to make a more thorough study of advertising.

Then, too, I have been impressed with the agency's thoroughness in organization. Every man has his job, and no man is expected to do more than is possible. There is no endeavor to get one stenographer to do the work of two, or one service man to handle too many accounts. Every department is equipped with sufficient help, and pains are taken to get the best personnel available.

AGENCY MEN ARE YOUNG

Another thing I have noticed with pleasure is the youth and energy of the people associated with the work of advertising. Most of them are young men. Consequently, their working edge is strong and keen. More spirit and freedom prevail—more of the joy of working. A comparatively large number of employees are looking forward to the job ahead of them. The assistant in the printing department hopes to become a layout man, the business detail or production man a copy writer, and so on in the various other departments.

If, at this point, it appears I am trying to describe an ideal business organization, a sort of business Utopia, I can only explain I am telling that which has impressed itself upon me. If this experience were peculiar, I would hesitate to make these statements. But I have made inquiry. Everyone to whom I have spoken has added to my conviction that this is

generally characteristic of the successful agency.

Once, I had thought the advertising agency was a place where everybody's soul was bent toward the almighty dollar; where money was earned without equivalent service rendered; that the whole business was based on the principle of chance and opportunity; *that it was a game*. It did not take me long to find out how minute were the details, how scientific the approach, how painstaking the research and accurate the deductions in the work of the advertising agency.

The agency's library was the starting point of my investigation. Instead of finding only books on advertising and business management, most of the volumes were devoted to the chemistry of foods, boilers and furnaces, hygienics, pipes and tobacco, year books, the Encyclopedia Britannica, etc. In other words, every piece of copy written, every plan made is based on a study and full knowledge of the product to be advertised.

After this realization followed the discovery of a research department. There, thorough investigations are made to determine the course of a campaign. Knowledge, such as the number of present users of the product in question, location of prospective users, the type of people to be interested, what the consumer's viewpoint is in choosing the particular article or that of competitors, and a host of other information is accumulated and put into accessible forms.

While the close relationship between the different agency divisions enabled me more clearly to understand the nature of their workings, this knowledge did not come to me all at one time. I first became aware of the service department because I do most of my work for the copy chief. I asked one of the copy writers what his duties were, besides the actual writing of copy. He said: "To keep the contact with client alive, so as to know his requirements and become more thoroughly acquainted with the spirit and nature of his business. Of course,

some agencies employ special contact men who transfer their information to the copy writers."

I could go on writing about the other departments in a similar way. As I have stated, my knowing about the parts they play in the agency's activities was inevitable, due to the close co-ordination of each agency function. The executives visualize and see the possibilities of the product to be advertised; the research department gathers the data; the plan department formulates the campaign; the mediums department finds the best approach to the desired audience; the copy and art divisions materialize the message.

One of the first questions I asked was whether advertising can put across a product that is misrepresented. The answer was: "Only temporarily, if at all. Ultimately, the people will learn the truth and the money spent for advertising will be wasted."

How significant is advertising as a business force? "You can best understand that by noting the number of great artists and writers engaged in this work, as well as the vast sums spent."

Another question was: What is the fundamental basis for the advertiser's approach? "Psychology! Behind everything done, every piece of copy written, every layout or illustration prepared, is the knowledge of what appeals to people."

And now, what are my plans for my future in the agency? I would choose the work of the copy writer. I know of the greater monetary rewards connected with other agency functions. But I do not look upon one's work merely as a means for earning money.

To attain my goal, I have proceeded to get a broader knowledge of advertising; by taking a college course in advertising; by following the advertiser's journals, PRINTERS' INK, and others; by constantly reading and studying. The beauty of advertising is that everything I learn will not be wasted.

I will also write constantly—short stories, articles, reviews, copy—anything to develop my power of expression.

T

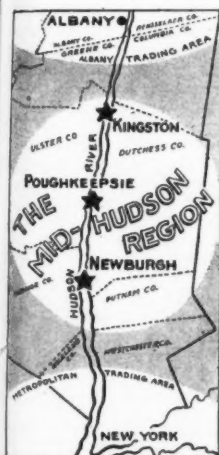
An
son
fac
fac
me

TRY OUT TERRITORY

A Real Test of Your Advertising's Pulling Power

An hour or so out of New York City—along the Hudson River—and served by the best transportation facilities in the world—is a logical, thoroughly satisfactory and unusually economical try-out zone for any merchandising or advertising campaign—

THE MID-HUDSON REGION



Just far enough out of New York not to be a suburb, yet near enough to be accessible, are three richly favored communities linked together by the Hudson into a prosperous and self-contained market.

3 CITIES 3 PAPERS 3
POUGHKEEPSIE STAR
NEWBURGH NEWS
KINGSTON FREEMAN 3

A single contract and one set of rates cover all. No complications.

Buy them as a unit—sell every individual.

For full particulars about this territory, and how to get the most out of it, write

Ingraham-Powers
CHICAGO INC. NEW YORK

19 So. La. Salle St.

350 Madison Ave.

Public Knowledge of High Earning Power

Will Profit Statements of Manufacturing Companies Issued to Investing Public Make General Public Think Commodity Prices Are Too High?

By H. M. Sabey

President, The Duban Shade Corporation

[EDITORIAL NOTE: In PRINTERS' INK of January 21, Paul M. Mazur, of the investment banking house of Lehman Brothers, wrote on "National Financing for National Advertisers." In that article Mr. Mazur told how national advertisers could capitalize good-will created by national advertising through the sale of securities. He held that there were many advantages and no real disadvantages in this plan for the advertiser. In the following comment on Mr. Mazur's article, an advertiser points out that there is a possible disadvantage in such financing if the public misinterprets the "high earning power" of a manufacturer whose stock is being floated.]

IN general, I am inclined to agree with Mr. Mazur, that there are many advantages in the kind of public financing that he discusses, both to the national advertiser and also the investing public. There is, however, in the writer's mind one possible disadvantage to this plan; that is, "Public Knowledge of High Earning Power."

While I cannot speak from statistical knowledge but only from general observation of articles appearing in print, it seems as though public knowledge of high earning power among corporations has reacted somewhat to the detriment of both the management and also the investing public. This is principally true in the case of railroads, traction lines, and other public utilities.

It has not been so very many years ago, when practically all railroads and other public utilities were enjoying a relatively high earning power. When their securities were offered to the public this high earning power became generally known. The eventful result has been that the public has more or less been impressed with the profits and earnings to be had in these industries.

Over a period of years the general public opinion caused possibly by this knowledge of high

earning power has reacted adversely to the public utility companies with the result that in recent times these companies have been somewhat handicapped in conducting their affairs and many of them have been forced into receivership.

Whether or not history will repeat itself in the case of industrials is very difficult to foretell. In the case of motor car companies it has not seemed to have made any particular difference to the general public.

The writer wonders whether or not the news of the Nash Motor Car Company's 900 per cent stock dividends and the Dodge Brothers prosperous showing together with many others, conveys the impression to the public that their products may be overpriced and cause some reluctance on the part of the prospective purchaser to buy their products. There is also the packing industry which is still suffering the effect of public knowledge in regard to its past profits and earning power.

All in all there seems to be this one doubt in my mind as to whether there are no disadvantages for a national advertiser in national financing.

W. O. Whitney Appointed by Maxim Silencer Company

W. O. Whitney has been appointed manager of sales of The Maxim Silencer Company, Hartford, Conn. He held a similar position with the Brunswick-Kroeschell Company, New Brunswick, N. J., for the last ten years.

Maclean Advances J. H. Moore

J. H. Moore, of the Toronto office of the Maclean Publishing Company, has been appointed Eastern manager of the technical publications with offices at Montreal.

the Largest Issue published by any Hardware Paper in 5 years

Hardware Age
February 4, 1926
WORLD WIDE BUYING NUMBER
Buy Sandpaper by the BOX
Instead of the Barrel, Quire or Loose Sheets
ELECTRICAL GOODS
Hardware Age

Feb. 4th Issue
Hardware Age
269 Pages of Advertising

Ask for a Copy
Hardware Age 259 to 290 St. N.Y. City



A GLOVE MANUFACTURER valued his mill at \$900,000, but couldn't sell it. His "goodwill" was nil. Five years later he got nearly \$2,000,000 for his mill plus his "goodwill." Less than \$100,000 in the Economist Group produced the added business of 130 wholesalers and added a goodwill item of \$500,000. He found the POWER of the Economist Group—properly used. (239 W. 39th St.)

Price as a Talking Point in Industrial Equipment Copy

The Question of Adopting a One-Price Policy Raises the Question of How Best to Feature Price in the Advertising

Editor of PRINTERS' INK:

We are seriously considering a strictly one-price sales policy with the thought of publishing prices of standard designs in our trade-paper advertisements and sales literature.

Before taking this somewhat revolutionary step, we would greatly value your judgment and experience concerning same. We are writing you about the matter because of the high regard that we hold for you, and knowing something of the close study that you give all your plans, and the outstanding success achieved.

The points that concern us chiefly are as follows:

1. Is it, so far as you know, the practice of first class machinery builders to have strictly one price?

2. Assuming that such concerns do maintain a one-price policy, does the same price hold good regardless of quantity; i. e., when more than one machine is bought in the individual transaction or when the buyers are large users and buy somewhat frequently; such concerns for example as the large automobile companies, etc?

3. What in your opinion is the reason that prices in the machinery field are not more frequently published in advertisements and sales literature; and what in your judgment is against this being done, and what would be the advantages?

In considering these points, particularly item three, you should know that our larger volume and specialized facilities for producing our line admits of lower prices for corresponding value than other builders can successfully meet.

The thought, therefore, is that we would benefit from being more certain of all prospects, or the majority, thus knowing of our prices, and we would have little reason to be concerned about our prices being known to competitors.

We are anxious to have held in strict confidence the consideration that we are giving the matter.

MANUFACTURERS of heavy machinery and industrial equipment do not, as a rule, sell their goods on a price basis, even when the manufacturer has a price advantage. That is unquestionably the reason why advertisers in the machinery field do not publish their prices more frequently.

Formulating an advertising policy around a price policy has proved hazardous even in the general field; *vide* Ingersoll, "the

watch that made the dollar famous," and many other cases where rising costs made an increase in price—and many explanations—imperative. In the industrial field, the price policy must be arrived at without regard to the advertising policy, whether the product is purchased for consumption, like sheet steel or wire, or for service, like a machine. Regardless of whether price is to be featured in the advertising, every reputable and established company should have a price policy, and does, depending upon the nature of the business.

There is the kind of equipment which can be made up in quantity for stock, which can be illustrated in a catalogue and priced per each and per dozen. There is the other kind of equipment which is built entirely on special order, where the price is arrived at by means of an estimate. Between these two extremes is the piece of equipment or machine that is partly stock and partly special, or where a special assembly is made of stock parts, where fixed prices can be quoted for parts and certain operations, all of which adds up to a different total for every customer.

Within whatever limitation there may be, it is the practice of all first-class machinery manufacturers to have a one-price sales policy and more of them are adopting this policy each year. The one-price policy can be worked out to apply to orders for one, two, three, six, twelve, or any quantity in which customers may order. If a manufacturer's specialized facilities and large volume enables him to sell at lower prices than his competitors, that advantage should not be neglected.

So much for a manufacturer's price policy. With that all settled and agreed upon, the question arises: "What is our advertising policy to be?" Now, this can be

worked out on the basis of what the seller has to offer or on the basis of the buyer's need. Do buyers in the industrial field buy because the product is beautiful—in quality or appearance—because it is ingenious, well designed or low in price; or do they buy rather for some economic reason that is related in an intimate way to increased output and reduced costs? The purchase of a machine or other equipment by a manufacturer for use in his plant comes under the head of investment, not expense. He buys it because he is able to see where its use will enable him to pay for it out of savings. After he has decided to buy, low price may persuade him to purchase a particular make of machine rather than another. May. Price is a secondary consideration. And that's exactly where it belongs as a talking point in the advertising campaign.—[Ed. PRINTERS' INK.]

With Detroit Service

J. A. Barnes, formerly with The Leachman Organization, Chicago, has joined the Miller Service, Detroit, as production manager.

Emanuel Kleinhandler has joined the New York Advertising Agency, New York, as an account executive. He has been with the Lyndon & Hanford Company, also of New York.

Boston Export Round Table to Meet

Three dinner conferences will be held by the Boston Export Round Table on March 5. The speakers for these dinners will be: Dinner A, D. E. Delgado, foreign sales director, Eastman Kodak Company, "Meeting German Competition in Mexico," E. W. Longley presiding; Dinner B, Joseph C. Kimball, president, Associated Industries, "Exports and Industry," W. K. Burlen presiding; Dinner C, R. M. Eames, general sales manager, Bryant Electric Company, "How Bryant Electric Exports," W. T. Read, presiding.

After the dinner conferences a smoker conference will be held, at which the following will speak: Chauncey Depew Snow, manager foreign commerce department, United States Chamber of Commerce; Thomas W. Pelham, director of sales, Gillette Safety Razor Company; Ernest B. Filsinger, export manager, Lawrence & Company, and Warren L. Hoagland, foreign sales manager, L. C. Smith & Brothers Typewriter, Inc.

Death of William F. McQuillen

William F. McQuillen, treasurer of the Storrs & Bement Company, Boston, paper business, died on February 4 at Miami, Fla. He was sixty-five years of age. He had been with Storrs & Bement for about forty years.

G. H. Derbyshire Appointed by Sanitary Company

George H. Derbyshire has been appointed sales manager of the Sanitary Company of America, Linfield, Pa., manufacturer of plumbing specialties.

Supplementary List of Advertising Agents Who Are Directors in Business Enterprises

| <i>Name of Agent</i> | <i>Agency</i> | <i>Name of Enterprise</i> |
|----------------------|------------------------------------|---|
| S. M. Brooks | S. M. Brooks Advertising Agency | National Ice Cream Company |
| H. S. Gardner | Gardner Advertising Co., Inc. | Twinplex Sales Co. |
| C. H. Hazard | Hazard Advertising Corporation | Wizard Lightfoot Appliance Co. |
| B. B. Geyer | Geyer-Dayton Advertising Company | Minox Chemical Corporation |
| M. C. Manternach | The Manternach Company | Winters National Bank and Trust Company |
| | | The Fuller Brush Company |
| | | City Bank & Trust Co. |
| | | Park Street Trust Co. |
| | | Graphic Arts Company |
| | | Underwriters Service Corporation |
| Fred M. Randall | The Fred M. Randall Company | National Grape Juice Co. |
| | | Randall Grape Juice Co. |
| | | Michigan State Automobile School |
| | | Nufuel Heating Corporation |
| | | Peninsular Press |
| Emil M. Scholz | World Wide Advertising Corporation | Vantine's, Inc. |

The foregoing information is a supplement to a list headed "Some Advertising Agents Who Are Directors in Business Enterprises" which appeared in PRINTERS' INK of January 14, beginning on page 203.

Change of Address



The Advertising Department

Has
Moved

to the

Murray Hill Building

285 Madison Ave.

New York

City

Telephone

Caledonia 4066

PEOPLE'S HOME JOURNAL

Should a Letter Begin with a Question?

The Answer Is, Yes, If It Is a Good Question

By C. P. Russell

IT was recently reported that a prominent firm had issued instructions forbidding its correspondents to begin any more circular letters with a question. It was contended that the question-form of opening a letter was becoming hackneyed, and that the firm desired that its writing staff rely more on their ingenuity and less on the easiest way.

The firm doubtless had its good reasons for issuing such an order. Too many letters beginning with a question do in fact give an impression of monotony, and may lead a correspondent into bad habits.

There is no doubt that to ask a question is one of the easiest ways to start a letter. It is also one of the most natural. We ordinarily open a friendly conversation with a question, such as "How are you?" or "What's the good word?"—and there is no surer method of attracting the attention of a stranger than to halt him and ask him a question.

But so much depends on the question—its brevity, novelty, aptness and germaneness. There are dull, heavy questions and short, sparkling ones.

"How old is Ann?" and "Who struck Billy Patterson?" are classic examples of the latter. Conversely, hypothetical questions prepared by ponderous lawyers are notorious sleep producers.

Before me, as I write, are two contrasting types of letters. Both have the same aim—to induce dealers to sign an enclosed stamped postcard for a sample order of a new product. In contents and structure, they are poles apart.

The first letter fills only about three quarters of a sheet of paper, and it opens with this simple question: "Will you do us a favor?"

Better openings have been devised for a letter than that, but of its kind that is a good opening paragraph. It is short, informal, and puts the matter straight up to the recipient. It is, therefore, arresting. Provided it is not too much trouble, most of us would rather do a favor for a stranger than not. So, if you are going to ask a favor of somebody, why not be open and concise about it?

The other letter contains three solid pages of single-spaced matter, and begins as follows:

"Courtesy between business men—the desire to do one a favor and in return have a favor done—does much to create good-will, doesn't it?"

"Would you, then, be kind enough to analyze carefully the plan outlined herein and use the attached stamped postcard to demonstrate your approval, or give us the benefit of your valuable criticism?"

THE LETTER IS TOO LONG

Both this letter and its opening are far too long. It takes a highly-important matter to interest a man to the extent of three type-written pages in these days, and these introductory paragraphs are not only long but heavy. The opening question lacks snap. In its effort to be polite, it becomes stilted. It laboriously makes a point which has become a platitude.

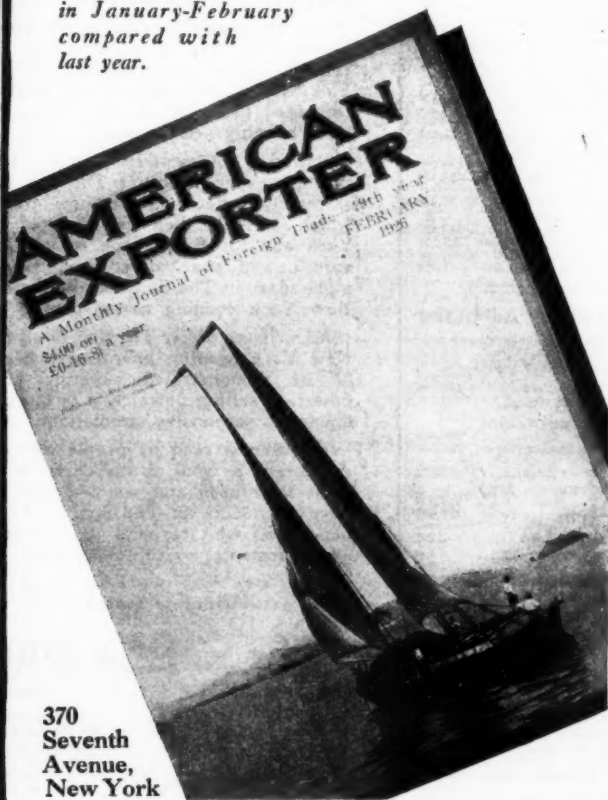
Courtesy, of course, creates good-will, but the statement is nothing to get excited about. A brisker, less formal question would have been several times more effective.

The letter just quoted was one of four which began with a question, out of a total of twelve letters collected at random. The percentage does not indicate that

Exports Increasing!

This is a year when manufacturers look for bigger export sales. More and more are using the AMERICAN EXPORTER to bulletin the trade abroad and keep their products before the buyers.

*23% larger advertising volume
in January-February
compared with
last year.*



370
Seventh
Avenue,
New York

7 Months Leadership

Total Advertising

JANUARY, 1926: *Agate lines*
 The Sun..... 1,453,598
 2d Evening Paper 1,224,100
 Sun's Lead..... 229,498

DECEMBER, 1925:
 The Sun..... 1,571,906
 2d Evening Paper 1,439,250

Sun's Lead..... 132,656

NOVEMBER, 1925:
 The Sun..... 1,541,154
 2d Evening Paper 1,482,490

Sun's Lead..... 58,664

OCTOBER, 1925:
 The Sun..... 1,642,102
 2d Evening Paper 1,600,824

Sun's Lead..... 41,278

SEPTEMBER, 1925:
 The Sun..... 1,253,428
 2d Evening Paper 1,181,606

Sun's Lead..... 71,820

AUGUST, 1925:
 The Sun..... 826,146
 2d Evening Paper 763,820

Sun's Lead..... 62,326

JULY, 1925:
 The Sun..... 858,650
 2d Evening Paper 837,390

Sun's Lead..... 21,260

National Advertising

JANUARY, 1926: *Agate lines*
 The Sun..... 352,420
 2d Evening Paper 239,630
 Sun's Lead..... 122,790

DECEMBER, 1925:
 The Sun..... 388,266
 2d Evening Paper 220,956

Sun's Lead..... 147,310

NOVEMBER, 1925:
 The Sun..... 414,694
 2d Evening Paper 272,402

Sun's Lead..... 142,292

OCTOBER, 1925:
 The Sun..... 414,120
 2d Evening Paper 285,306

Sun's Lead..... 130,814

SEPTEMBER, 1925:
 The Sun..... 275,154
 2d Evening Paper 217,136

Sun's Lead..... 58,016

AUGUST, 1925:
 The Sun..... 191,922
 2d Evening Paper 160,788

Sun's Lead..... 31,134

JULY, 1925:
 The Sun..... 236,552
 2d Evening Paper 195,470

Sun's Lead..... 43,082

Starting The Year On Top

THE continued leadership of The Sun in advertising among New York evening newspapers was more pronounced in January than ever before.

In January The Sun led the second New York evening newspaper by 229,498 lines. The Sun's lead during this month was nearly a hundred thousand lines greater than in any preceding month.

The Sun's gain in total advertising in January of this year compared with January of last year was 206,894 lines. This was 72,204 lines more than the combined gains of all the other New York evening newspapers.

National Advertisers have found through experience that The Sun is an extremely effective medium through which to sell their products in New York and for this reason, month after month, and year after year, they use more space in The Sun than in any other New York evening newspaper.

Advertisers prefer The Sun to all other New York evening newspapers because of its demonstrated superior selling power—a selling power that is due to an unusually responsive circulation.

The Sun is read by people who have the means as well as the desire to buy what they need and want—people who have confidence in The Sun as a newspaper and who respond readily to the advertisements which it publishes.

A very rigid censorship on all advertising is maintained.

The Sun

280 Broadway

New York

BOSTON

Old South Building

WASHINGTON, D. C.

Munsey Building

SAN FRANCISCO

First National Bank Building

PARIS

49 Avenue de l'Opéra

CHICAGO

208 So. La Salle St.

LOS ANGELES

Van Nuys Building

LONDON

40-43 Fleet St.

to open a letter with a question is becoming a fad. But it does indicate that in a chain or series of letters it would be wise not to have too many top paragraphs ending in a query mark. The recipient who got too many communications beginning with a solemn interrogation would probably remark to himself that he is not on the witness stand, and then throw the whole batch into the waste basket.

This is how the other three question-asking letters began:

"Are you overlooking chances for profit on your — business?"

"Did you receive our recent circular entitled —?"

"Do you sell — in good volume and with satisfactory profits?"

None of these openings can be objected to, but none of them is exactly inspired. They are not carefully worked out; they are not at all original.

The first paragraph of a business letter is worth taking pains with. Frequently the whole letter is dependent on it. Its first function is to get and hold the attention of the recipient. Unless it does that, it is safe to say that the rest of the letter is read either inattentively or not at all.

It must meet the exacting competition of other letters. Therefore, hackneyed terms and well-worn phrases will not do.

Most correspondents who prepare circular letters to dealers have probably been told at some time or other that the average dealer is a hard-boiled fellow and is not interested in anything beyond profits. They, therefore, think it wise to besprinkle their communications, especially their leading paragraphs, with the word "profits." This is the sort of opening sentence that has become common: "Are you interested in increased profits?"

Of course the dealer wants more profits—why waste words on obvious questions? But he is wise enough to know that increased profits do not come from stocking desirable goods but from *selling* them. Suppose, then, that instead of asking a hackneyed question in

a worn out form, we were to put the same thought into fresher words or to present the same idea from a less accustomed angle. We then might get something like this:

"Do you want to get more people into your store?"

"What is the real value of your show windows?"

"What is your competitor's weakest point?"

These are not the most arresting questions that could be devised but at least they are pointed—they are germane to any dealer's problems and would almost inevitably seize his attention and interest. They take for granted what the dealer already knows—that increased profits come either through bigger margins or more rapid sales.

There can be no objection, then, to starting a letter with a question—provided it is an apt one and is simply expressed.

New Foreign Postal Card to Be Issued

Postmaster General New states that a three-cent foreign single and three-cent foreign reply postal card of new design will shortly be issued. This will be in compliance with the action of the Universal Postal Congress at Stockholm which adopted a three-cent rate of postage for postal cards mailed in the United States for delivery in foreign countries outside of Canada, Spain and Pan-American countries.

New Advertising Course Added to Chicago School

A course in advertising practice and campaigns has been added to the curriculum of the Chicago Central College of Commerce. George L. William, of Lord & Thomas, Inc., will instruct this class.

Ewing T. Webb, of the J. Walter Thompson Company, will be the instructor this year of the course in advertising copy writing.

D. W. Bowles Dead

Dwight Whitney Bowles, acting general secretary of the International Press Foundation, which was established by Charles D. Haines to provide a home for retired newspaper men, died at Jacksonville, Fla., recently at the age of sixty-two. He was a son of the late Samuel Bowles, editor of the Springfield Republican.

When You Can Refuse to Sell

ROCKFORD FURNITURE MANUFACTURERS' ASSOCIATION
ROCKFORD, ILLINOIS

Editor of PRINTERS' INK:

Can you advise us if the practice of having merchandise handled by exclusive dealers has ever been attacked in the courts on the ground that it constituted a restraint of trade? It has come to our attention that some dealers are of the belief that a manufacturer is required to sell any dealer who desires to obtain his goods.

ROCKFORD FURNITURE MANUFACTURERS' ASSOCIATION

J. C. MCCARTHY,
Commissioner.

IT is no surprise to learn from Mr. McCarthy that "some dealers" entertain wrong beliefs on this point. Many manufacturers suffer from a like confusion. Even lawyers have misapprehended the decisions of the U. S. Supreme Court in the two famous cases which involved certain provisions of the Clayton Act—the Colgate case in 1917 and the Beech-Nut case in 1922. The ruling may be summarized as follows:

1. The Clayton Act does not restrict the "right of a trader or manufacturer engaged in an entirely private business freely to exercise his independent discretion as to parties with whom he will deal." There is, however, an important proviso which should be carefully noted:

2. Provided that there is no "purpose to create or maintain a monopoly."

3. The "right to refuse to sell" is not absolute, but is conditional upon dissociation from schemes, understandings and agreements involving price maintenance, cutting off of supplies, boycotts, and other tactics which tend to lessen competition.

In brief, the private trader when refusing to sell to any dealer is entirely within his rights, but if he acts in concert or co-operation, with other traders or distributors, so as to restrain trade, he may render himself liable under the Act.—[Ed. PRINTERS' INK.]

Where Did You First Meet "Printers' Ink"?

OLD TOWN CANOE COMPANY
OLD TOWN, ME.

Editor of PRINTERS' INK:

It was in the middle nineties that I first had a reading acquaintance with PRINTERS' INK. This came about by observing copies in the office of the Bickmore Gall Cure Company, with which my family has been identified, and where, boylike, I used to visit when time permitted. PRINTERS' INK even then always held a charm, which in later years has changed into real worth.

It was about twenty years ago that my own business career started, and as the sale of "Old Town Canoes" has been built up largely through national advertising it was only natural to expect guidance from the one publication which seemed to be the only clear guide one could find.

In all these years it has come regularly to me and I read it, not as a weekly task, but as a pleasure when time permits, even though frequently copies may be several weeks old before they can be perused.

OLD TOWN CANOE COMPANY,
S. B. GRAY,
Treasurer and Manager.

F. J. McGinnis Joins Machen Agency

Frank J. McGinnis, formerly manager of the copy and plan department of the Ames-Kiebler Advertising Company, Toledo, has joined Edwin A. Machen & Company, advertising agency, as manager of the Cleveland office. Hubert C. Persons of the Cleveland office, has been transferred to the Toledo office.

Gordon Cooke with Walker and Company

Gordon Cooke, formerly sales promotion director of the Atlas Letter Service, Inc., Chicago, has been appointed advertising manager of Walker and Company, outdoor advertising, Detroit. He was at one time with the Chicago Elevated Advertising Company and the Chicago Evening American.

L. H. Flynn with New Haven Service

Lawrence H. Flynn, formerly with The Ethridge Company, and Winemiller & Miller, both of New York, has joined the staff of the Stedford Pitt Company, New Haven, Conn., advertising service.

Eschenbach Printing Company Changes Name

The name of the Eschenbach Printing Company, Easton, Pa., has been changed to the Mack Printing Company. There has been no change in ownership.

Quadrupling Your Ad's Efficiency!

Your advertisement in this publication accomplishes four distinct results for you:

1. Sells your merchandise to men *financially able* to buy it.
2. Gains local banking support for your dealers.
3. Promotes confidence in your company, among your stock-holders.
4. Paves the way for additional financing thru banking houses and the investment public.

If the securities of your company are listed on any Stock-exchange this magazine is an ideal advertising medium for you. It is so recognized, and consistently used, by thirty of the leading manufacturers in the country.

Our present \$400.00 page rate (\$340.00 on 13-time contract) was established on a net paid basis of 45,000. Our circulation is now in excess of 70,000. We offer you the opportunity of placing a contract with us now at this rate and suggest that you send your order in before February 23rd when the new rate of \$650.00 per page goes into effect. Act now!

100% BUYING POWER IN

The **MAGAZINE**
of **WALL STREET**

Member A. B. C.

42 BROADWAY

NEW YORK

Ohio and Michigan Rep.

DICK JEMISON

Hal T. Boulden & Associates
Finance Bldg., Cleveland, Ohio

New England Rep.

Hal T. Boulden & Associates
824 Park Sq. Bldg.
Boston, Mass.

Let Your Advertising Characters Talk Naturally

Words Put into the Mouths of Customers Should Be True to Life

By W. Livingston Larned

THE remark is often heard that advertisers fail to catch the spirit of unaffected truth when they attempt to put words into the mouth of the consumer. In brief, the characters in advertising talk in a language quite foreign to realism. Phrases are stilted and the atmosphere is more of the advertising department than of the home or the street or the office.

Why can't the people of advertising echo their own daily dialogue? Does the advertiser believe that he gains anything by exaggeration and stilted phraseology? Nobody is deceived when quotes are placed around conventional advertising arguments.

How much more sensible it would be to have people talk in advertising, as they really do talk in life. Surely that would make a better impression.

In a periodical advertisement, a manufacturer of motor cars shows six portrait studies of six typical persons, users of the car. They are delightful portraits, by the way, every one of them easily recognized. The artist has accomplished his part of the work with real skill. But in what these people say there is a decidedly false note.

Here are the paragraphs in quotes:

A Traffic Engineer—"We need more automobiles built like this one—that start and stop quickly, turn in a short radius and easily. Safer, both for driver and pedestrian."

A Driver (Woman)—"I've never handled a car that did exactly what I wanted under all circumstances with as little effort, both on its part and mine."

An Automobile Dealer—"The trade is sincerely glad to welcome a car like this—nimble, substantial, economical, useful. We all know these cars have good stuff in them."

A Traffic Officer—"These cars stop and start when I tell 'em to. My job would be a cinch if all cars were like these."

A Rear-seat Rider (Woman)—"I'll go for a ride in this car any time. It

has room for comfort, slips along smoothly. I can get in and out without climbing over somebody—and I can see out."

A Mother—"At last, a safer car! Many children are injured because drivers cannot see them. You have made it almost impossible for this to happen."

Here, then, are six separate and distinct types, ranging from a policeman to an automobile dealer; from a mother to a traffic engineer. But is there any marked individuality and difference in what they say and how they say it?

Here is another instance: A typical, average home-owner is shown shivering in a gloomy room, where the radiators have failed to function properly.

And this is what the advertisement makes him say: "The howl of a blizzard sings outside and snow is banked high against every casement. Like a hermit, I am crouching in a desolate and chilly room where there should be heat. Yonder, in the corner, a radiator stands laughing at me, like some shrewd and calculating animal. And when night falls across the countryside, there will be no cheer in the little cottage home."

A mother stands in an immaculate kitchen, on the floor of which new linoleum has been recently placed. Enter, her small son, dragging snow after him. And the mother is made to say:

"Come right in, Old Apple-checks. You can't hurt mother's new floor."

As I recall what certain mothers have said under the same identical circumstances, I am prepared to take issue with the quoted material.

What follows is taken verbatim from a periodical advertisement and is supposed to be the conversation of a little housewife as she talks with a friend over the telephone:

80% Home Delivered

1200 carriers deliver 80% of our circulation into the home.

We know who reads our paper because each subscriber may be traced and located.

That is why The Brooklyn Times gained over 559,000 lines in 1925.

The Advertising Records of the Brooklyn Newspapers Are as Follows:

| | Gain | Loss |
|-------------------------------|---------|------|
| Brooklyn Times | 559,146 | |
| Brooklyn Eagle | 58,520 | |
| Brooklyn Standard Union | 909,786 | |

For January, 1926, the Records of Brooklyn Newspapers Are as Follows:

| | Gain | Loss |
|-------------------------------|---------|------|
| Brooklyn Times | 183,646 | |
| Brooklyn Eagle | 92,024 | |
| Brooklyn Standard Union | 118,759 | |

Net Paid A. B. C. Circulation For Six Months, April to October, 1925

| | |
|-------------------------------|--------|
| Brooklyn Times | 80,081 |
| Brooklyn Eagle | 71,912 |
| Brooklyn Standard Union | 61,742 |

Brooklyn Daily Times

Member A. B. C.

National Representatives

Lorenzen & Thompson, Inc.

New York

Chicago

San Francisco

Los Angeles

An Amazing Record in Duluth, Minnesota

IN CIRCULATION

A GAIN in City Carrier 227%

A GAIN in Total City 121%

A GAIN in Total Paid 74%

Figures for January, 1926
As compared with January, 1925

IN ADVERTISING

A GAIN in total space 838,352 lines

A GAIN in Local space 646,058 lines

A GAIN in Classified space . . . 362,684 lines

for the year 1925 as compared with 1924

There's a Reason!

Duluth News Tribune

DULUTH, MINNESOTA

E. M. BURKE, INC., Special Representatives

NEW YORK CITY
1457 Broadway

CHICAGO
122 So. Michigan Blvd.

ATLANTA
Constitution Bldg.

"Hello—Jean? Mabel. Why haven't you been over? Is that so? What's the matter? Oh, I'm so sorry. Both of you, eh? That's just the way Harry felt, until he began eating sauerkraut. Yes, sauerkraut. Didn't you ever—Well, I should say it is! Dr. Law told Harry to eat it. He says he's put lots of his patients on it.

"Well, he gave us a little booklet that tells all the things that doctors have found out about it. You'd be surprised. Oh, I should say we do. Why we both feel so well and Harry sleeps so much better now. We're awfully fond of it. And the children are just wild about it. We have it three times a week, in different ways, you know."

In a page advertisement an advertiser makes a family physician say:

"If I were a woman I would select my 'helps' for household work just as carefully, just as thoughtfully, as I select the instruments here in my office. Why? Because I would want every bit of help I could get. I would want to build up a physical reserve, which is the best possible insurance of good health. Take washing and cleaning, for instance. Here's where soap can be of extra help to you. Yet how much thought do you, and most women, for that matter, give to the selection of household soap? If I were a woman, therefore, I would select my soap, not on its color or its shape or its form, or even on its first cost, but on the extra washing and cleaning help it would give me."

The advertiser is arguing his own ideas and thoughts through the lips of a fictitious character. And it fails to ring true, although the reader might be perfectly willing to accept as genuine the remarks of a doctor on this topic, provided it all came about without affectation.

Can you imagine, in another instance, a pretty girl saying, as one advertiser makes a character say:

"By drinking lots of milk every day I keep well and strong. And milk is just wonderful for the complexion, too. I wish everyone

would drink more milk. It's so good for everybody."

Do people talk in this way in daily life? Are they actually walking testimonials?

There recently appeared a quoted bit of writing supposed to be voiced by a country mother. The language was book-talk. There were long words and involved sentences. There were high flights of rhetoric. And it was quite laughable when you looked up at the picture of the simple little woman who was supposed to be the author of these words. The two did not go together at all. It was the copy man talking, not the country mother, and it was palpably evident to any reader.

On the other hand, there are examples of true-to-life dialogue wherein types are carefully reflected and words chosen with sympathetic attention to the one individual. If a policeman is the speaker, then the vernacular is correct; if a housewife talks, her language, her thoughts, her methods of expression are unaffectedly true to the every-day pattern.

A dictating machine advertisement gives two sets of "reveries"; two compact, rather epigrammatic selections of retrospection, coming from two entirely different persons. The executive says, as he ponders over his stenographer and her work:

I'm forced to cut dictation short.
She can't get out all she's taken.
I had all this clear in my mind last night.
Pshaw! she's gone. I'll have to wait 'till tomorrow.
Out sick! So my letters must wait.
If I could only dictate while its fresh in my mind.
She can't help me with other things.
If she could only take dictation as fast as I think.

And the stenographer, in the meantime, has something to say on her own score, in this manner:

He talks so fast I'll be getting writer's cramp soon.
Those awful waits while he chats over the 'phone.
I'm 10 per cent secretary and 90 per cent slave to my notebook.
Nothing doing till three and then two days' work.
No one else can read my notes.

Hours wasted while he's in conference.
Yea, I do mind staying late.

These are natural conversations, written out of life. There is no intimation of a copy writer in the background pulling the wires while automatons dance attendance.

There are interesting talkers in real life. The humblest day laborer has a language of his own. The housewife does not use stilted words. The business man does not give after-dinner speeches while pointing out the virtues of a filing cabinet or a new type of office desk.

The strength of the old-style testimonial letter was its absolute simplicity. It seemed absolutely true. But when the copy writer attempts to manufacture such quoted copy, his own individuality and professional training too often creep in to an alarming extent. He can't quite forget himself or his client.

Is it so difficult to simulate the idiosyncracies of different types? They are everywhere around us, these living models. The novelist

does it. The dramatist is successful in character portrayal and dialogue.

Why not, then, the writer of advertising copy?

American Management Association Program

A tentative program, which will probably be final, has been arranged for the annual convention of the American Management Association to be held at New York from March 3 to 5. The subjects to be discussed are as follows: March 3, morning, "Rating Employees"; afternoon, "The Line Executive's Part in Training," "Principles Underlying Vacations," and "Keeping Down the Cost of Company Publications"; March 4, morning: "Budgeting Man Power," "Part Time Education," "Setting Up a Forecasting Program," and "Penalties of Irregular Business"; afternoon: "Methods of Regularizing Business"; March 5, morning: "The Changing Economic Status of the Worker," and "Employee Investments."

New Account for Wood, Putnam & Wood

The S. V. L. Mfg. Company, Boston, manufacturer of lingerie, has appointed the Wood, Putnam & Wood Company, advertising agency of that city, to direct its advertising account.

Boston Evening Transcript

In the Real Estate Field

Always the choice of New England brokers for high grade developments and for business property. The Transcript is also doing good work for meritorious projects which appeal to shrewd buyers in the New England territory. It can do as well for others which meet our standards of merit.

National Advertising Representatives

CHAS. H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago

San Francisco Los Angeles

Popular Radio starts big circulation campaign

Popular Radio is about to launch one of the most interesting campaigns for subscriptions ever conducted by a magazine.

Along with the usual direct mail methods more than a hundred experienced salesmen, operating under district managers from branch offices in eleven principal cities, start this month to add 50,000 more subscribers to the 25,000 now on Popular Radio's books.

At the same time arrangements have been made for largely increasing the newsstand sale—to the end that this magazine shall have the largest, as well as the soundest, circulation in the radio field.

POPULAR RADIO

Management of

E. R. Crowe & Company, Inc.

New York Established 1922 Chicago

Good Copy

pitched in the right vein, does two things for a big corporation.

It promotes a better understanding on the part of the public.

And it inspires a more loyal and effective service from the corporation's own employees to the public.

It breaks down the barriers of distance and distrust, and inclines everybody to be more friendly.

If you have major problems which concern either your public or your employees, may we be of service?

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 MADISON AVE.
NEW YORK CITY**

What Is the Farmer's Reading Day?

103-DEGREE INCUBATOR Co.
CROWN POINT, IND.

Editor of PRINTERS' INK:

When is the best time to send a letter to farmers? We intend to mail out 7,500 important letters to live prospects, the majority of whom are on farms, and I have been wondering whether or not either Thursday or Friday would not be the best days, so that they would get the letter about Saturday, and possibly give it some thought and attention on Sunday.

103-DEGREE INCUBATOR Co.
GEORGE H. HALL,
Sales Manager.

MAILINGS timed to reach farmers on Saturdays would be difficult to work out, because of the necessary geographical separations. We doubt if the task would be worth while at that. Our observation has been that with the necessary daily chores, church going, visits with or from friends, and the usual airing in the Ford, the farmer has not much if any more leisure on Sundays than on other days. Our opinion is that he does most of his reading just before bed-time at night, and that if the letter appeals sufficiently to his interests, he is as likely to read it on one day as another.—[Ed. PRINTERS' INK.]

Merger Becomes De Vinne-Hallenbeck Company

The De Vinne Press and The Wynkoop-Hallenbeck Crawford Company, printers and lithographers of New York, have consolidated. The new organization will be known as The De Vinne-Hallenbeck Company, Inc. William H. English, formerly president of the Wynkoop company, is president of the new organization.

Edward H. Pape Dead

Edward H. Pape, proprietary medicine manufacturer and originator of Pape's Diapepsin, died recently at Cincinnati at the age of forty-nine years. He was one of the founders of the Pape, Thompson and Pape Company, patent medicines, which was sold ten years ago to the Sterling Products Company, of which he became advertising director.

La Porte Papers Merged

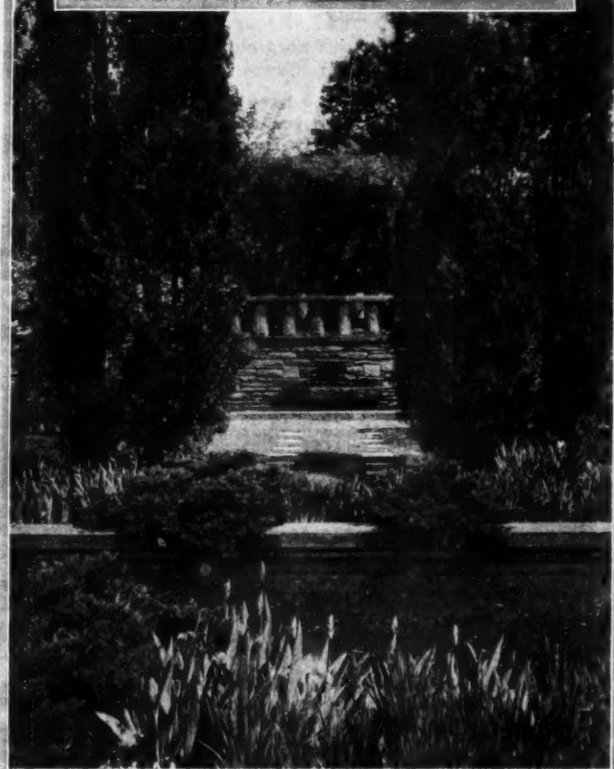
The La Porte, Ind., Times, has been merged with the La Porte Herald-Argus.

Super-Quality

TOWN & COUNTRY is more than a periodical—it is an institution. It has rightly earned the distinction of being the super-quality magazine of two continents. In both pictures and text TOWN & COUNTRY possesses charm and individuality, and its intimate comment about well-known people, its reviews of the newest plays and books, its reproductions of modern art, its descriptions of town houses, country houses and country life, make it the indispensable periodical of home or club.

Town & Country

Established 1846



INCREASED SALES OVER ONE



ERWIN. WASEY & COMPANY *Advertising*

OFFICE OF THE PRESIDENT

Mr. A. Dunn,
President,
Capitol Machine Company,
New York City

NEW YORK
November 17
1925

Dear Sir:

I have just written you a letter sending you an order for three additional Capitol machines for The Barbasol Company.

We purchased one a few weeks ago as a trial, to see what it would do, and were so pleased with the results that we immediately ordered three more, so this order makes seven in all. I know we will order additional machines from time to time.

We find the machine very effective- it certainly stops the crowds- and we are recommending the use of it to all of our clients who are in a position to make use of it.

I believe that within a few months' time you will find it difficult to supply the demand for these machines.

Yours very truly,

LRW L

H. R. Wasey

The REPEAT is the Acid Test. Since the above letter was written a total of 10 projectors has been purchased by the BARBASOL COMPANY.

CAPITOL MACHINE COMPANY - - 100 East 42nd Street
New York City—Ashland 6881

The
dozen
Avenue
Barbasol
dow, s

AT
motion
theatre
people
Capitol
operate
cost 75

We
your s
the rec
equipp

The
using
of its

Ne
U.
U.
Ne
Ge
Be
Ch
Br
Ch
Br
Fl
Gu
Lo
N
N
B
O

Let u

THE
100 E
Please

Name

Addr

VER ONE THOUSAND PERCENT

These are Facts

The Barbasol Company had been selling an average of three dozen tubes of Barbasol per month at Kalish's Pharmacy, 4th Avenue and 23rd Street, New York City. With an advertising Barbasol motion picture in a Capitol Projector in the same window, *sales increased to two dozen per day.*

AT LAST—in the Capitol Projector we have a successful motion picture advertising machine suitable for windows, offices, theatres, hotel lobbies and railroad depots—in fact, anywhere people pass by or congregate. Due to its patented features the Capitol Projector runs continuously hour after hour without an operator and without rethreading or rewinding and cuts the film cost 75%. We can use your present film or prepare one for you.

We own our own laboratory and are fully equipped to write your scenario, make your picture, make your prints, including the reduction of your standard prints to 16 mm. size, and are also equipped to make duplicates from your 16 mm. positives.

The following list of a few of the prominent concerns now using from 1 to 100 Capitol Projectors speaks more eloquently of its practical utility than anything we can say.

New York Central Railroad
U. S. Navy
U. S. Department of Agriculture
New York Telephone Co.
General Baking Company
Red Wing Shoe Company
Chambers Manufacturing Co.
Barbasol Company
Chelmsford Ginger Ale
Eureka Vacuum Cleaner Co.
First National Pictures Co.
Great Northern Railway
Loews-Victoria
Odd Bjornstad, Sweden
New York State Department of Health
Noxon Company
Balaban & Katz Theatres
Coral Gables

Anti-Stall Inc.
Illinois Watch Co.
Little Ritz Automatic Service Co.
Sanford Chamber of Commerce
Shevlin Lumber Company
Brookville Truck & Tractor Co.
American Chicle Co.
Chase Candy Co.
Soft Wheat Millers Ass'n.
Institute of American Meat Packers
Kohler Brothers
Page Steel & Wire Company
Detroit Daily News
Majonnier Brothers
Delta-Star Electric Co.
Atlas Educational Film Co.
Martin & Millien
Lake Shore Radio Co.

Let us demonstrate to you through your advertising agency, or direct.

THE CAPITOL MACHINE COMPANY, INC.,
100 East 42nd Street, New York City.

Please send me full particulars about the Capitol Projector.

Name

Address

SALES
RESISTANCE IS
LOW WHERE
YOUTH AND
MONEY ARE
COMBINED

CollegeHumor

330,021

NET DECEMBER ISSUE

Still \$2.00 a line

Feb

M

"A

La

ed r

New

Comp

Paper

tory

centl

Com

Engl

pervi

Page

Conn

J

Jo

ness

Dail

Patt

Cinc

McL

man

Com

C

Jo

and

John

vert

com

mer

Balt

Ca

T

N.

of

The

that

this

J

Pub

has

of

pan

S

C

the

Mi

vic

An

E

E

ag

Go

Ye

wi

Made Eastern Manager of "American Paper Merchant"

Lawrence Southard has been appointed manager of the Eastern office at New York of the Howard Publishing Company, publisher of *The American Paper Merchant* and the S. O. S. directory for paper merchants. He was recently with the Fort Howard Paper Company, Green Bay, Wis., as New England representative and formerly supervised the advertising of the American Paper Goods Company, Kensington, Conn.

J. A. McLoughlin Joins Kellogg M. Patterson

Joseph A. McLoughlin, formerly business manager of the Kankakee, Ill., *Daily News*, has joined Kellogg M. Patterson, Western representative of the Cincinnati *Times-Star*, at Chicago. Mr. McLoughlin was at one time Western manager and secretary of Carpenter & Company, publishers' representatives.

Cleveland Agency Adds to Staff

John E. Wiley, Louis Neiderlander and Charles Weber have joined The John S. King Company, Cleveland advertising agency. Mr. Wiley, who becomes an account executive, was formerly with Green, Van Sant & Company, Baltimore, Md.

Campaign Planned for Towns Paint

The Towns Paint Company, Buffalo, N. Y., will begin shortly a campaign of territorial advertising to dealers. The Landsheft Advertising Agency, of that city, has been appointed to direct this campaign.

Appointed Director of Richmond Bank

Jonathan Bryan, of the News-Leader Publishing Company, Richmond, Va., has been elected a member of the board of directors of the Virginia Trust Company, of that city.

Starts Advertising Service at St. Paul

Carl A. Anderson, who has been with the St. Paul Association, St. Paul, Minn., has started an advertising service at that city, under the name of Anderson, Inc.

E. N. Vose Agency Merged with Gotham Agency

Edward N. Vose, Inc., advertising agency, has been consolidated with the Gotham Advertising Company, New York. Mr. Vose has become associated with the Gotham agency.



Convince the
Readers of
"PUNCH"
by a good
Advertise-
ment of a
good Product
and you have
convinced the
most discrim-
inating public
in the world.

Rates and particulars
of available space
from

MARION JEAN LYON
Advertisement Manager, "PUNCH"
80, FLEET STREET
LONDON, ENG.

When the Local Advertiser Branches Out

The Ohio Butterine Company Will Use Newspaper Advertising in Eighteen States This Year

IT is always interesting to observe a local concern which, by a consistent and conservative advertising campaign gradually increasing in volume, is able to outgrow its original home market and serve an ever-widening territory. The recorded history of advertising includes a long list of such successes from the days when Gerhard Mennen, a retail

to their own profit and the benefit of an increasing number of consumers. This time, we record a local commission merchant and butterine manufacturer, who, starting in a small room in a Cincinnati by-street, has gradually built up a business with an ever-growing distribution east of the Mississippi River.

The Ohio Butterine Company, starting twenty-three years ago under the management and family name of Rohan, after some eight years put up an unbranded margarine product and sold it locally without advertising. Several years ago, the company evolved a special quality of table margarine made from pasteurized milk and selected animal tissue, named it Churngold and began advertising it locally in a small way. The advertising, for some time, consisted of reason-why copy, featuring certain tests and stressing the uniform quality and methods of manufacture. Regular schedules of advertising were run in local papers.

As local sales increased, the company added new territory one county at a time and followed up sales efforts with additional newspaper advertising. When sales seemed well established in each new territory, the company felt it was time to move on to another district where the same methods of introductory sales and advertising were followed. However, the company never made the mistake of allowing the old market to shift for itself as the product moved on into wider fields.

From the very start, the company's motto for winning new territory has been "get hold, keep hold, and move on." The small, initial advertising appropriation has grown as the business expanded, and as more money was invested in advertising more came back in the form of profits. Sales increased in each locality in direct



Milk and CHURNGOLD are health builders. Both contain all the elements necessary to strong healthy growth. - These precious vitamins without which no food can be nutritious. For CHURNGOLD is made almost wholly from milk and other farm products - especially selected from the cleanest dairy farms. Churngold keeps daily, like milk, open up to you, and is a most daily dietary food. You will never notice butter. - A demonstration that the fact that it is a pure and wholesome food is true. Have CHURNGOLD in stock for its health building qualities in the important homes and the school children in the city.

CHURNGOLD

"Made in the Milky Way"

THE HEALTH APPEAL IS PROMINENT IN ALL CHURNGOLD COPY

druggist furnishing baby powder to a few local customers, made his product internationally known by the one-county-at-a-time method, to these modern days of Kitchen Klenzer, Honey Scotch and a multitude of others.

Every year produces numerous examples of local candy makers, bakers, druggists, furniture plants, household appliance makers and even lumber yard owners who have broadened a local reputation

IN some cities, the "leading" newspaper may have merely a few hundred more circulation than its competitor. The PRESS has 40,000 *more* net paid circulation in Pittsburgh than the other two evening newspapers *combined*—and 35,000 *more* net paid circulation in Pittsburgh than the other two Sunday newspapers *combined*.



The Pittsburgh Press

A Scripps-Howard Newspaper

Member of the A. B. C.

Represented in the national advertising field by

ALLIED NEWSPAPERS, INC.

New York

Chicago

Cleveland

Cincinnati

San Francisco

Los Angeles

Seattle

proportion to the advertising pressure applied.

In the meantime, the Government tax placed on every retailer who sells margarine, and other merchandising problems were met by ingenious direct-mail advertising. A booklet, for example, in which the company features its unusual slogan "made in the milky way," gives both retailers and consumers all details in the manufacture of the product and furnishes explicit directions as to how the consumer can color her own margarine. Complete details are also given in the booklet concerning the application blanks necessary for every retailer of margarine to fill out if he wants to sell margarine, regulations about posting his tax certificate and full explanations of other difficulties at the retail counter which now face the manufacturer and distributor of a product such as Churngold.

In spite of the usual difficulties facing every local manufacturer who branches out and the peculiar difficulties in the way of added re-

tail troubles, due to the multitude of regulations with which the retail margarine dealer must comply, Churngold has gone on steadily winning new territory. The company has added seventeen States to its original territory of one State.

This year, the advertising copy, which has been changed from a reason-why argumentative type to the combination appeal of appetite and health will appear in almost sixty newspapers in the eighteen States now served by the company.

Vancouver "Star" to Be Merged with "Sun"

The Vancouver, B. C., *Star* has been taken over by the *Sun* of that city and will be merged with that paper. The former owners of the *Star* have taken control of the morning edition of the *Sun*. The Sunday edition of the *Sun* has been discontinued.

McCann Advances R. E. Washburn

Roy E. Washburn, assistant production manager of the Cleveland office of The H. K. McCann Company, has been advanced to production manager of the Chicago office.

Allentown (Pa.) Is a Busy Buying Center

Nearly a quarter million prosperous people are engaged in a great diversity of industry.

Allentown Morning Call

Is read every day by most of the buyers in this great market.

Use It To Deliver Your Messages At a Single Cost

Story, Brooks & Finley
National Representatives

"Ask us about Advertisers' cooperation"

Results

1,853,964

Lines Classified Advertising

During 1925 the Tulsa World published 1,853,964 Lines of Classified Advertising. This record is proof of results, and is

633,290 Lines More than was published by second paper

Surely there is no better criterion in determining the advertising value of a newspaper than the classified volume; the majority of this business unsolicited establishes the fact that The Tulsa World is not only the best advertising medium but commands a reader interest that is far superior to that of any other medium in this rich northeastern territory of Oklahoma.

The Tulsa World Leads In

City Circulation

Suburban Circulation

Total Circulation

Local Advertising

National Advertising

Total Advertising

TULSA WORLD

OKLAHOMA'S GREATEST NEWSPAPER

802,515

Evening News

(LONDON, ENGLAND)

NET DAILY

SALE

LONDON, ENGLAND,
9th January, 1926.

WE CERTIFY that the average Net Daily Sale of "THE EVENING NEWS" after deducting all unsold and free copies whatsoever for the year ended 31st December, 1925, was

802,515

and for each month of the year 1925 was as follows:

| | |
|---------------------|---------|
| January | 771,684 |
| February | 732,167 |
| March | 795,220 |
| April | 864,353 |
| May | 885,921 |
| June | 863,922 |
| July | 830,737 |
| August | 811,834 |
| September | 803,291 |
| October | 813,778 |
| November | 785,177 |
| December | 662,683 |

(Signed) LEVER HONEYMAN & CO.,
Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & CO.,
Chartered Accountants.

New York Office:
280 Broadway, New York City, N. Y.

Over One Million and Three-Quarters

Daily Mail

(LONDON, ENGLAND)

NET DAILY

SALE

1,756,321

LONDON, ENGLAND,
6th January, 1926.

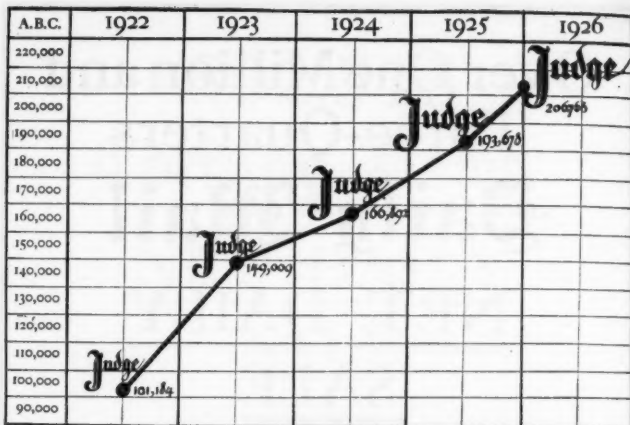
WE CERTIFY that the average
Net Daily Sale of "**THE DAILY MAIL**"
after deducting all unsold and free copies
whatsoever for the year ended 31st
December, 1925, was as follows:

| | |
|---------------------|-----------|
| January | 1,728,138 |
| February | 1,742,669 |
| March | 1,739,670 |
| April | 1,746,246 |
| May | 1,746,726 |
| June | 1,744,104 |
| July | 1,733,849 |
| August | 1,741,485 |
| September | 1,731,231 |
| October | 1,749,014 |
| November | 1,755,608 |
| December | 1,756,321 |

(Signed) LEVER HONEYMAN & CO.,
Chartered Accountants.

(Signed) E. LAYTON BENNETT, SONS & CO.,
Chartered Accountants.

New York Office:
280 Broadway, New York City, N. Y.



Judge is going ahead

Net sale has more than doubled under management of present owners.

These are a few of the advertisers whose copy has now started or is about to start in Judge.

American Tel & Tel
 Mennen Company
 Liggett & Myers
 American Bond & Mortgage
 American Chiclet
 Forhan Company
 Douglas Shoe Company
 United Hotels Company
 Gen. Tire & Rubber Co.
 Durham Duplex Razor
 Old Town Canoe
 R. J. Reynolds Tobacco

Fisk Tire Company
 Santa Fe Railway
 Dunhill Cigarettes
 Ansco Cameras
 Mollé Shaving Cream
 Freshman Radio
 Allerton Houses
 American Tobacco Co.
 Tycos Thermometers
 Coty, Inc.
 Boston Garters
 Kelly-Springfield

Judge

Management of

E. R. Crowe & Company, Inc.

New York

Established 1922

Chicago

When You Introduce New Salesmen to the Trade

Give Them Something More Than a Formal Announcement

By James A. Worsham

Treasurer and General Manager, The Maroa Manufacturing Company

I USED to be the purchasing agent for a coal mining company and part of my duties embraced buying foodstuffs for the company retail store.

From a certain salesman we bought crackers, cakes and various bakery goods. This salesman changed firms six times to my knowledge and each time we changed firms with him, always buying from him regardless of the firm he represented.

What can be done to prevent this? What can overcome this tendency with other firms and in other lines?

It happens daily. "We have done that very thing recently," a hardware dealer said to me. "There is a man making this store who sells us glass. He has changed firms four times and each time we have changed with him.

"I told him the other day that we didn't intend to allow him to drag us around all over the map, but I like him so well and have such confidence in him that I presume if he changed again, we would also."

"What can be done to prevent this?" I asked.

"Nothing," was the prompt reply and the answer seemed final with this buyer.

Then, I fell to thinking about my cracker and cake man. Aside from being a likable man, he was never known to fail to have samples that could be really sampled—eaten.

The other salesmen would call with their samples glued down to velvet-covered boards. They looked attractive but their looks couldn't get the message across to me like eating them. This salesman not only had samples one could eat, but he always happened along about an hour before lunch.

How are you going to head off a salesman like that? Is there any kind of advance publicity that can do it when some unknown man takes his place?

Mr. Brown has covered a territory for years. The day comes when someone takes his place.

Exit Mr. Brown. Enter Mr. White, the new man. Not necessarily new in experience but unknown to the buyers.

What have manufacturers and distributors done and what are they doing to handle this situation intelligently, effectively and efficiently?

As a check up, I spent the best part of a week browsing about among various executives asking questions. Then, I took my case to the court of last resort—the man who buys.

SINK-OR-SWIM POLICIES

I found definite plans woefully lacking in both instances. Most policies seemed to be on a sink-or-swim basis for the incoming salesman.

Much faith seemed to be placed in the ultimate consumer being so thoroughly sold on nationally- and locally-advertised items that this positive demand would work with any incoming salesman and prevent the firm losing business because of the salesman being unknown.

Theoretically the idea is sound—practically, it fails to work in many instances. This is due, to a great extent, to the fact that several distributors may be handling the same brand and this allows the personal element among the salesmen to become a ruling consideration.

It developed that a salesman in new territory was far less handicapped with a nationally- or even locally-advertised line than sales-

If you learned you were one of a group of heirs to \$23,000,000—

How much would you spend to establish your claim? Write to me today and I will tell you how to get your share of the budget of

\$23,580,000

to be spent by the
Y. W. C. A. in 1926

If you are selling something that can be used by our

304 Cafeterias

(Served 89,326,891 meals 1925)

your advertising contract includes a "Y" service that will double results for any of your salesmen.

"Getting in right" is half a sales battle. Leave that to "Y" service.

You will also reach
authoritatively
1,154,946 women who
must buy food, clothing or
what have you?

Advertising Manager

WOMAN'S PRESS

600 Lexington Avenue
New York City

You do not have to sell Cafeteria supplies to get "Y" service—tell me your line, and I'll show you a plan to fit it.

men with unbranded items. But since there usually is a mixture of known and unknown brands, the personality element looms larger than one might imagine.

"It cannot be done—this putting the incoming salesmen on an equal footing with a well-known salesman," said a department store buyer. "It goes back to a careful selection of the man, I don't care what line he sells. I would send out of the State to buy even a nationally-advertised line rather than buy it from a salesman I disliked.

"Just yesterday, a new man came through here, taking the place of a quiet, dignified salesman from whom we had been buying for ten years. Without any preliminary efforts to get acquainted, he plunged into business details, letting it be known in no uncertain way that the man he was succeeding hadn't been getting the amount of business from us that he should—that our orders were really insignificant—and that from now on his firm expected 'its share,' whatever he meant by that. The former salesman was a man with whom I delighted to transact business—he understood our needs—he worked with me intelligently in selecting items and he never attempted to overload us just to swell his sales volume. He may have been what you would call an 'order taker,' but he manifested a desire to serve us well and without pressure.

"But this newcomer, with all of his insistent methods, went away with about one-third the order we always gave his predecessor. And I am already planning to remove his firm from my source of supply.

"What can a manufacturer or distributor do for a man like that? The most elaborate campaign to introduce him could never put him over with the buyers.

"You may think we should lay aside every consideration except the idea of well-known brands—quality—price and delivery. We do think of them: we cannot do otherwise, but we still have op-

Writers *and* Artists

N. W. Ayer & Son welcome the advances of ambitious men who want to try their lances in the highest lists. Interviews, always obtainable, should be arranged by letter. Address: Manager of Copy Department, N. W. Ayer & Son, 308 Chestnut St., Phila.

N. W. AYER & SON

PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO

portunity to do business with salesmen and firms we like."

A grocery buyer had this to say: "It helps a good deal, in my opinion, to have a member of the firm go around with a new salesman and introduce him, rather than send printed matter of any kind."

"During the first trip, they should keep the soft pedal on soliciting business. It leaves a better impression."

"If the retiring salesman has been promoted, he is in a position to make the rounds with the new man and this helps greatly."

Another grocery buyer replied: "I have never seen it tried but I believe it would help a new man to use some direct-mail advertising to introduce him before he arrives. My idea would be to get out several pieces, all different, carrying a photograph of the man and telling something interesting about him—his capabilities, experience, hobbies and so forth."

"If we didn't like him, then such a campaign would be a fail-

ure just as any advertising campaign would be a failure if the goods failed to measure up to claims. I suppose, though, that firms are afraid to back up a new man with such helps for fear they will sell him too strongly to the trade and the salesman will own it and not the firm."

THE PRINCIPLE OF REPETITION

The treasurer of a manufacturing firm told me: "At one time, we had a policy that worked excellently. It was based on this theory: You will notice that any well written and presented play tells the theme three different times in as many ways before the plot begins to unfold. I presume the reason for this is that it requires that many repetitions to make a lasting impression on the minds of most people."

"Our plan was to write three letters in advance of the new man's first stop. We timed the letters three days apart with the third one to reach the buyer the day before our man arrived. The

A Consistent Performer—

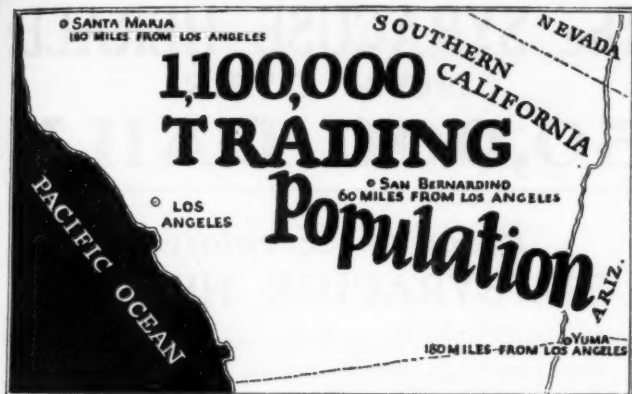
For thirty-three years The Tampa Tribune has proven a good advertising medium, producing satisfactory results on all classes of business. This is best evidenced by the continued patronage of local and national advertisers.

Continued patronage is influenced by results, and The Tampa Tribune has a deep-rooted winning habit of producing 100% on every advertising investment.

Daily more than 34,000 Sunday more than 60,000

Foreign Representatives

S. C. BECKWITH SPECIAL AGENCY



Do You Know?

DO you know that in Southern California—**OUTSIDE** of metropolitan Los Angeles—there is a great rich territory with a trading population of 1,100,000 people?

These people are intensely loyal to their home communities. They read their own **HOME DAILIES**.

The reason these **HOME** newspapers are first in reader interest is because they carry the **LOCAL** news about local folk and local events. The reasons which make these **HOME DAILIES** first in reader interest, entitles them to first place in your consideration as profitable advertising mediums.

Hook up your advertising message with the newspapers that reach the real buying homes in this territory. Address any of the individual papers listed below for rates and other information. Or write to—

DAILIES DIVISION

Southern California Editorial Association

515 American Bank Bldg., Los Angeles, California

These papers are members of the "Golden Circle" list:

Anaheim Bulletin
Brawley News
Burbank Review
Calxico Chronicle
Colton Courier
Corona Independent
Fullerton Tribune
Glendale Evening News
Hollywood Citizen

Huntington Park Signal
Inglewood News
Monrovia News
Ontario Report
Orange News
Oxnard Courier
Redlands Facts
Riverside Enterprise
Riverside Press

San Bernardino Sun
San Pedro Pilot
Santa Ana Register
Santa Barbara Press
Santa Maria Times
Santa Paula Chronicle
Ventura Post
Whittier News
Yuma (Ariz.) Sun

The SYRACUSE HERALD

NOW OVER

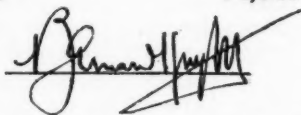
50,000 DAILY

Proof of Circulation

The SYRACUSE HERALD

Bernard Knight, being duly sworn, deposes and says that he is the Circulation Manager of the Syracuse Herald, a daily newspaper published in the City of Syracuse, County of Onondaga, and State of New York, and that the average daily and Sunday net paid circulation of the Syracuse Herald for Monday, January 11th, and Sunday, January 10th, 1926, was:

| <i>Daily</i> | | <i>Sunday</i> | |
|----------------|--------|----------------|--------|
| City | 30,027 | City | 30,105 |
| Suburban . . | 13,900 | Suburban . . | 19,160 |
| Country . . . | 6,510 | Country . . . | 25,100 |
| <hr/> | | <hr/> | |
| 50,437 | | 74,365 | |



Subscribed and sworn to before me this 22nd day of January, 1926.



NOTARY PUBLIC

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

Globe Building
Boston

Steger Building
Chicago

507 Montgomery St.
San Francisco, California

Leary Building
Seattle, Washington

Chamber of Commerce Bldg.
Los Angeles, California

letters were brief, introducing our man and making certain comments about him, this latter being varied in each letter.

"It often astonished me to observe how quickly this plan placed the new man on a known and friendly basis with the buyers. In nearly every instance, the buyer would say: 'Well, we have been expecting you, Mr. Alexander. We feel as though we know you. Your firm has written us about your coming.'

"In my opinion, the big thing was bringing it to their attention the three times.

"Of course we supplemented all of this by carefully choosing our men and coaching them in tact and courtesy as well as giving them a complete knowledge of the goods and the policies of the firm.

"We wanted to be sure they would measure up to the claims we made for them in our introductory letters.

"On these first trips, no soliciting for business was done. In spite of this apparent indifference to orders, the new men often came in from the first trip with the usual amount of business.

"The temptation nowadays is to begin cashing in right away to offset the expense and salary account. I still believe that things of slow growth are more lasting. Why, even the standing of the old salesman with his trade has been a matter of slow but steady growth. Really, though, I do not think anything can be done to establish the new man in the same place occupied by the retiring salesman. He must establish himself."

ALL SAID AND DONE, IT DEPENDS ON
THE MAN

A hardware buyer made these remarks: "A letter of introduction sent ahead of the incoming man doesn't impress me at all. I drop it into the waste basket and forget it. Most new faces come in here unannounced, anyway.

"I do remember some firm sending out a little folder with a sticker photograph of the new man

People always look at pictures

One reason why advertisers are using more lineage every month in the beautiful Rotogravure Section of The

San Francisco

Chronicle

NATIONAL REPRESENTATIVES

Williams, Lawrence & Cresmer, 225 Fifth
Ave., New York City; 360 No. Michigan
Ave., Chicago; R. J. Bidwell Co., Times
Bldg., Los Angeles, Cal.

knox

A famous hatter on a
famous Avenue and
Knox dealers are using
a window display cre-
ated and made by us.



CURRIER & HARFORD L^{td}

Selective Advertising

27 East 31 New York Cal 6076

*The New York
Times*
says of

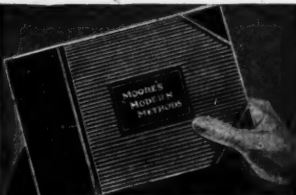
**GILBERT P.
FARRAR'S**
new book

**How Advertisements
Are Built**

"Mr. Farrar is nothing if not a practical teacher and he teaches thoroughly. What copy writers are often puzzled over is the selection of the right kind of type, but the chapter devoted to this important branch of the work will place them on the high road to achievement. Altogether Mr. Farrar's book is the most practical and most efficient guide and help to perfection in an art, the acquisition of which is necessary in every great trading country throughout the modern world."

\$3.50 at All Booksellers

D. APPLETON & COMPANY
35 West 32nd Street New York



FREE

This 140-page book of life-size ruled forms, all filled in—the answer to problems of accurate sales and advertising records, inquiries, contracts, followup, checking, &c.

Send for this book today

John C. Moore Corporation
(Established 1839)
3059 Stone St. Rochester, N. Y.

MOORE'S LOOSE LEAF
SYSTEMS
In Use In More Than
300,000 Offices

attached. The minute the new man stepped in I recognized him but I didn't like him and after a while I switched all my business to another company."

A buyer for a specialty shop commented: "The whole thing centres around the selection of the man. If the firm has chosen wisely, it surely has something to say about the man and it should say it. No special campaigns have come to my attention but under the conditions mentioned it would surely be worth while. A buyer likes to know about the salesmen from whom he buys. That is why he sticks to men he has known a long time.

"However, it all gets back to the personality of the man himself. He would have to measure up to all claims.

"Last month, a new salesman walked in here, taking the place of a man who has been coming here for years. The first thing the new man did was to tell us what a poor salesman the former man had been. He also had some good laughs all by himself as to some other characteristic of the man.

"He left without any order from us. Nothing can help a man like that."

Another buyer commented: "Once in a great while we receive an engraved announcement about the coming of a new salesman. It doesn't mean much to us.

"Some salient facts about the man and his photograph would be more appropriate and if such facts came several times, with some variation of the news, it would impress us far more than a formal engraved announcement. It would be more human."

All of which goes to prove that there is room for improvement in selecting new salesmen and still more room for advancement in presenting the new man to the buyer.

S. N. Gourse with Peck Agency
S. Norman Gourse, formerly advertising manager of Mawson & DeMany, Philadelphia furriers, has joined the staff of the Peck Advertising Agency, New York.

75,196

executives in 14,436
subscribing firms

read THE IRON AGE every week

A NEW count and detailed analysis of Iron Age readers show facts of vital significance to every advertiser and potential advertiser in The Metal Trades Field.

They are the result of a close double check of the individuals reading The Iron Age in the 14,436 subscribing firms. They are specific facts upon which to base sound conclusions.

Complete figures will be sent you, upon request.

Helps

EVERY booklet, broadside and folder presents typographic problems. What is learned by solving them, gives the complete printing establishment added skill in setting advertisements.

**MCGRAW-PHILLIPS
PRINTING COMPANY**
INCORPORATED

A Complete Printing Establishment

10th Ave. at 36th St., New York

Confuse not

HENRY

with other

ROMEIKES

Established 1881 as the first
press clipping bureau, today, the

LARGEST and BEST

HENRY ROMEIKE
Press Clippings

220 W. 19th St. New York
Telephone Chelsea 8860

Better Leave the Flag Off

BRENKER & KESSLER COMPANY
PHILADELPHIA

Editor of PRINTERS' INK:

Will you kindly give us any information you can regarding the laws governing the use of the flag in advertising? A candy manufacturer wishes to use various pictures of Revolutionary War incidents on the tops of candy boxes, and almost all of them show the flag in one form or another. We understand that it is forbidden in advertisements, and we want to find out whether a candy box top is considered an advertisement.

BRENKER & KESSLER COMPANY
E. STEVENSON,
Sales Department.

ASIDE from the question of good taste involved, the use of the United States flag, or any part of it, for the purpose of calling attention to any article of merchandise is prohibited by very strict laws in at least forty-three States. Pictures like those described, even though they include the flag only as part of the design, might therefore prove to be highly dangerous.

For verification purposes, copies of the statute may perhaps be obtained from the State Department of Pennsylvania or other States. So long as a candy box top is used to attract customers, the courts are liable to consider it an advertisement. The flag had better be eliminated in all such cases.
—[Ed. PRINTERS' INK.]

Pennsylvania Rubber Advances L. J. Waldron

The Pennsylvania Rubber Company of America, Inc., Jeannette, Pa., has appointed L. J. Waldron, sales manager succeeding H. M. Strachan. Mr. Waldron has been with the company for nearly eleven years.

Appoint Powers & Stone

The Atlantic City, N. J., *Evening Times* and the Rochester, N. Y., *Herald*, have appointed Powers & Stone, Inc., publishers' representative, as their national advertising representative.

Joins McKim Agency

Leo Lavoie, for several years with the Canadian Advertising Agency Ltd., Montreal, has joined the Montreal office of A. McKim Limited, as account executive.

To Mr. Frederick M. Lawrence

*Space Buyer for
George Batten Company, Inc.
New York*

Mr. Lawrence, you know the necessity of getting the proper product to the proper pocket-book.

And by the proper pocket-book we mean one with *needs* as well as money. An extravagant young bachelor, for example, is an unlikely purchaser for Hygeia Nursing Bottles.

Because its reading class is so well defined, there's real significance to Child Life's quality circulation.

Child Life is a 100% *family* magazine of almost half a million readers.

100,000 families buy it monthly, people who take dollars for granted and think principally in terms of their *needs*.

Anything that a family needs can be sold through Child Life, for Child Life has an *exclusively* family circulation.

"But do those who actually do the buying read this magazine?" you ask as we put on our typographical hat.

They do! 10,464 replies were received in a recent contest for identifying Child Life advertisers' products. And every one of these letters required the aid of a mother or father! Several hundred additional letters were received from interested parents expressing their appreciation.

We're going to call shortly to give you the facts complete.

from CHILD LIFE

RAND McNALLY & COMPANY
PUBLISHERS, CHICAGO

Look At the Vermont Automobile and Accessory Market

Vermont offers automobile and accessory manufacturers a market worthy of intensive cultivation. Here is a State in which 86% of the farmers (who make up 68% of Vermont's population) own their farms (as opposed to a national average of only 50%). Vermont has a smaller percentage of mortgaged farms than Michigan, Wisconsin, Iowa, California and many other States. With a population of 352,428 there are 267,015 individual bank depositors.

Vermont has the highest auto ownership per capita east of the Ohio River.

Vermont's tourist traffic is exceptionally large.

There are 242 auto supply stores in the State, 196 garages, 209 repair shops, 63 electrical supply and 176 hardware stores, all outlets for automobile accessories. That these dealers are sold on the value of carrying advertised goods is proved by the fact that most of them are regular advertisers in their local daily newspapers.

AUTOMOBILES AND ACCESSORIES

| | | |
|----------------------------------|---------------------------|-------------------------|
| Cadillac Motor Co. | Packard Motor Co. | Alemite |
| Chandler Motor Car Co. | Pierce Arrow | Palge Detroit |
| Champion Spark Plug | Oldsmobile | Rickenbacker |
| Chevrolet (General Motors Corp.) | Studebaker | Graham |
| Chrysler | U. S. Tire Co. | No Vap |
| Buick | U. S. Rubber Co. | Franklin |
| Essex Motor Car Co. | Vellie Motor Corp. | National Carbon Co. |
| Ford Motor | Willys-Overland | Cleveland |
| Hudson Motor Car Co. | Willys-Knight | Oakland |
| Nash Motor Car Co. | Firestone | Hinsdill Electric Co. |
| Newmont Motors | Goodrich (Balloons Tires) | Willard Storage Battery |
| | Dodge Bros. | Stewart-Motor Corp. |
| | | Boyce-lite |

The Vermont Allied Dailies completely cover the State. Automobile and accessory manufacturers will find the regular use of these newspapers the open sesame to this highly potential market.

Vermont Allied Dailies

**Burlington Free Press St. Johnsbury Caledonian-Record Barre Times
Rutland Herald Bennington Banner Brattleboro Reformer**

Department Stores Want You to Educate Their Clerks

But Old Methods Won't Do

By James True

DURING the last ten years, numerous attempts have been made by manufacturers to educate department store salespeople, but very few have been successful. According to the experience of three stores, all located in Washington, D. C., the only reason that manufacturers' efforts have not met with better results is that they were not adequate. Except in rare instances, the educational work of the national advertiser is based on the facts of his own business. He fails to consider the intricate problems of the retailer and the important human factor involved.

It is the opinion of Ruth M. Featherstone, who is in charge of the training work of The Hecht Company, that the problem is mainly one of teaching the salespeople the important details of the merchandise and of encouraging them to use the information. This seems like a very simple problem to solve, and it certainly requires the co-operation of the manufacturer; but not one of the three stores had found the solution.

"This is one of the most serious problems of the store," Miss Featherstone said. "We are thinking about it and talking about it every day. It would surprise all of our manufacturers, I believe, if they were to know how frequently we are concerned with training our sales people how to present their merchandise.

"Like some of our best manufacturers, we spend a great deal of money in advertising every year. We spare no expense in collecting and displaying attractive goods. Our buyers go to New York frequently; they go to Europe, and visit the best markets of the world in order to offer our customers the best values in the most attractive merchandise.

"Probably most of the manufacturers from whom we buy look to our buyers to educate the salespeople to a realization of the best and most appealing details of the merchandise; but most of our buyers are entirely concerned with the selection of goods. It requires a certain definite mental attitude and training to buy goods successfully, and it requires an entirely different mental attitude and training to teach people how to sell. Therefore, speaking generally, practically all stores of any size find it necessary to operate special departments for training their salespeople."

DON'T BE ACADEMIC

In discussing the educational features offered by several manufacturers, Miss Featherstone explained that most of the effort was ineffectual. She mentioned two or three lectures and one moving picture that were of interest to the salespeople, but said that, in every instance, the effort showed a lack of understanding of the conditions and principles involved. According to her experience, any work of the kind must be stimulating and suggestive, rather than academic. The approach must be through human interest and dramatic appeal, rather than by means of the teacher attitude.

"If manufacturers of important lines and specialties would send us well-informed people to talk to our organization at regular intervals, I am sure the results would be profitable," Miss Featherstone said. "The best illustration that I can offer of this service was provided some time ago by the Phoenix hosiery people. They sent us a woman who had the personality to interest and attract our people, and who gave us three talks

SEND your SALESMEN

To Conventions and Expositions

Getting out and rubbing elbows with the other fellow at Conventions is time well spent. That's how salesmen gain new business-winning ideas—dig up new prospects—keep solid with present customers.

Plan now to have your salesmen attend the 1926 Conventions and Expositions that will draw an attendance from the industries you serve.

You can easily select a good number of such events from the monthly issues of "World Convention Dates"—which gives the meeting place, dates, secretary's address and attendance for 10,000 annual Conventions, Expositions, Fairs and Banquets.

4,500 important coming events are already scheduled for the current year.

Send \$15 for annual subscription (12 issues) or ask for descriptive leaflet No. 20

**HENDRICKSON PUBLISHING
COMPANY, INC.**

1402 Broadway New York City

Increase Your Sales in 1926

Let Us Send You This 212-Page Book of Advertising and Selling Ideas

YOU are interested in Advertising. Because you are, we can talk to you in your language and ours.

Anything that can be advertised, can be advertised by mail. Anything that can be sold, can be sold by mail. There is nothing a salesman can say about a product that cannot be written and printed.

The October 1925 number of *POSTAGE* has been acclaimed the finest Direct-Mail Magazine ever published. It contains 64 articles on Advertising and Selling. We want to send you a copy of it. The price is 50c. If you like this number well enough to subscribe for the magazine for a year at \$2.00, the charge of 50c will be cancelled.

If after you have read the magazine, you do not think it worth 50c, **YOU PAY NOTHING. YOU TO BE THE SOLE JUDGE.**

Just clip the heading of this advertisement and pin it to your letterhead. We will send you the above 212-page book of Selling Ideas by return mail, with bill for 50c. You can decide whether or not to pay the 50c.

POSTAGE

The Monthly Magazine of
DIRECT-MAIL SELLING
Letters, Booklets, Folders
House Magazines, Catalogs, etc.

18 East 18th St. New York City

which were immensely interesting. I learned more from her than from many books. For weeks afterwards, our girls commented on the pleasure they had in listening to the talks. This woman had worked in the mills; she knew her product—every detail of it—and she was especially qualified to address an audience.

"Occasionally, a manufacturer sends out a film showing the process of manufacturing his goods. When this is done, the manufacturer should make an arrangement with some local company to send a machine and an operator to the assembly room of the store to show the picture properly. We have no projection machine, and unless a film is of exceptional value from our viewpoint, I do not think we could justify the expense of employing an operator.

"One of the exceptional films I have seen had the making of linoleum for its subject. I saw it several years ago, but I have not forgotten much of the information it presented. I learned a great deal about the subject, and the visual illustrations were impressed on my mind. There is no doubt that it impressed every salesperson who saw it."

The store of Lansburgh & Brother has for several years engaged in a systematic and effective plan of education. Mrs. Marie L. Tedrow, educational director, expressed an especial interest in any effort on the part of manufacturers to co-operate. But she said that, so far, the co-operation offered was almost negligible.

She commented on the fact that the average manufacturer spends considerable time and money in selling the buyers of the stores. While she acknowledged the necessity of this, she expressed the conviction that it was even more important to sell the salespeople. And she said that it was surprising that more manufacturers had not realized the opportunity in discovering ways and means to encourage the retail selling of their merchandise.

"While several manufacturers have sent us lecturers during the last two years," Mrs. Tedrow said,

Chieftain Bond

ACCCLAIMED throughout the business world as the quality bond of varied uses, CHIEFTAIN BOND has attracted to its standard a host of loyal friends. They value its versatility, and swear by its quality. It prints and lithographs easily and its character gives that elusive quality air to mark your advertising as unusual. Besides this, it is available in fourteen attractive colors that cover almost any advertising demand.

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Makers of
OLD COUNCIL TREE BOND
SUCCEEDS BOND
CHIEFTAIN BOND
NEENAH BOND

Neenah, Wisconsin

Check the  Names

WISDOM BOND
GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purpose



"I can recall only one who made an outstanding impression. The Hoover Company, maker of vacuum cleaners, sent us a man who held the interest of all of our buyers and assistants and gave each one of them something to think about. I wish we could have more talks of the same kind. He was well informed, and approached our people on their own ground. Strangely, he said nothing about his own specialty. He talked about selling, and, in simple, human language, plainly showed that the principles are the same no matter what goods are being presented. He got his message over. Our buyers still comment on information he gave them.

TALKS SHOULD BE REPEATED

"The mistake manufacturers make in their educational work is their failure to send their lecturers back to us for return engagements. I am sure that the main value of such co-operation would be in repetition of calls, with the added attraction of variety in the

talk. If the larger manufacturers would send men and women of the highest type, especially qualified to interest and instruct retail salespeople, I am sure the great selling value of the service would soon be realized. But I do not think that it does more than temporary good to employ a lecturer for only one tour. When they are successful, I would like to see them return at least every six months. I would like to announce them ahead of time, recalling to our people the last lecture, and I am sure the salespeople would soon be looking forward to seeing them again."

From her experience as an instructor, Mrs. Tedrow offered two excellent suggestions to manufacturers who may be contemplating educational campaigns. The first arose out of a demonstration which was intended entirely as an appeal to the public, but which had a marked reaction among the salespeople.

This demonstration was carried on by a young actress during the week that she appeared in a local

Copy Writers Wanted by Eastern Agency

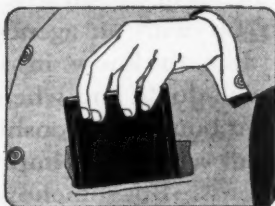
MEN who are good and are not afraid to step into the fastest company. An opportunity to work on fine accounts with every facility and encouragement to produce outstanding copy. Please include the following information: Place and date of birth; scope of education; record of experience. Address JR-2, Printers' Ink.

Another subject that worries the nobility is the matter of agency contracts. Some advertisers like to sign up with an agency for a term of years. Others like to know in writing just what the agency will do "if and when." Some agencies love these iron bound relationships so much they wage a law suit against an impending divorce and sue for alimony. But somehow we prefer to have the satisfaction of a client be the binding factor rather than a contract for a term of years. So we have no contracts. Nor has our mind been changed in this respect during these ten progressive years. If a client wants to quit us he is as free to do so as the morning breeze. It has happened—and generally we have found that we, and not the client, were to blame.

ARNOLD JOERNS

President

**Arnold
Joerns
Company**
— Advertising —



The book your salesman carries

THE book your salesman carries should weigh as little as possible.

If he is to use it frequently, it should be easy to lift, convenient to handle.

Salesmen do not like to carry books that are heavy and bulky. There is constant temptation to leave such books behind—in the hotel.

When your salesman yields to that temptation, the book ceases to earn money for you.

Our Government spends thousands of dollars to make soldiers' equipment light. The energy a soldier puts into carrying weight cannot go into fighting.

The energy your salesman spends carrying heavy books cannot go into selling.

Make the book your salesman carries light by printing it on Warren's Thintext.

Five hundred sheets, 25" x 38", of ordinary catalog paper

weigh 40 or 50 lbs. Five hundred sheets, same size, of Warren's Thintext weigh only 24 lbs.

Warren's Thintext takes a clear, pleasing impression from type and engravings. It is practically opaque.

Warren's Thintext is strong. Catalogs and data books printed on it stand lots of rough use.

You or your printer can get sample sheets from any distributor of Warren's Standard Printing Papers.

We have published an interesting book showing examples of books and catalogs, the weight and bulk of which have been halved by printing on Warren's Thintext.

This book is entitled "Making it Easy to Plan Printing on Warren's Thintext." A copy will be sent free to any printer or advertiser on request.

S. D. WARREN COMPANY, 101 MILK STREET, BOSTON, MASS.

THINTEXT

one of WARREN'S STANDARD PRINTING PAPERS

All Warren's Standard Printing Papers are tested for qualities required in printing, folding, and binding

Feb. 11, 1926

vaudev
noon, f
the sil
store's
signs o
when r
"Thi
Tedrov
tionally
demon
crowd
it was
our sal
told me
several
ing me
tive ha
actress.

"The
manuf
depart
ideas f
tening
to say
mercha
of toil
ably be
questio
his col
other a
seldom
questio
they m
that th
the pro

"The
opport
facture
the sal
along
We w
repres
us abo
are ma
contain
be ma

"The
want t
tion of
of the
should
our ed
to do s
failure
during
the cl
averag
proved
ter edu
a grea
eager t
Seve

vaudeville theatre. Every afternoon, for two hours, she posed in the silk department, showing the store's patrons how various designs of the materials would look when made up.

"This young woman," Mrs. Tedrow explained, "was exceptionally pretty and intelligent. Her demonstration attracted a large crowd of women, but I think it was even more interesting to our salespeople. Several of them told me later that they had learned several effective ways of showing merchandise from the attractive handling of the silks by the actress.

"There is no doubt that any manufacturer who sells through department stores could get many ideas for educational work by listening to what our customers have to say when they request their merchandise. If he is a producer of toilet goods, he would probably be astonished to hear frequent questions as to the ingredients of his cold creams, soaps, lotions and other articles. The salespeople are seldom qualified to answer these questions completely. Usually, they merely assure the customer that there is nothing injurious in the product.

"There is undoubtedly a great opportunity for every large manufacturer of toilet goods to educate the salespeople of the better stores along the lines I have mentioned. We would welcome any qualified representative who would talk to us about how the many articles are manufactured and what they contain. A talk of the kind could be made exceedingly interesting.

"There is just one more point I want to make for the consideration of national advertisers. Some of the best manufacturers who should be co-operating with us in our educational work are reluctant to do so, I believe, because of past failures. They do not realize that during the last five or six years, the class of salespeople in the average department store has improved greatly. The girls are better educated, more intelligent and a greater percentage of them are eager to learn."

Several valuable contributions in

TYPOGRAPHY



"The Ace of Typography"

Versatility *without* going to extremes; artistic sense *without* sacrificing strength; the use of decorative material *without* seeming gaudy. In a word, Typography from the advertising man's point of view.

That's 'A-C' Typography

ADVERTISING-CRAFTSMEN

132 West 31st St., New York

PENNSYLVANIA 8789-8790

WANTED:

A MAN WHO KNOWS THE FARM FIELD!

The man we want knows how to solicit advertisements for Farm Products; how to secure large accounts as well as small, and how to present a real worth-while medium for National Advertisers to Farmers.

The National Farm News,

of Washington, D. C., is looking for such a man—whose qualifications rest on Experience and Achievements, and is holding for him a connection of the highest rank. Write: Tell us what you have done—in strict confidence.

THE NATIONAL FARM NEWS

215 G Street, N.W.

Washington, D. C.

*An attractive
opening for
an
account
executive
and writer*

It's a job that has
"all its buttons"—
congenial work-
fellows, good
money—\$8,000—
maybe \$10,000 and
an amazingly fine
opportunity for
growth.

It's no job for a
novice.

Address "T," Box
233, Printers' Ink.

the way of suggestions were offered by Miss Mary Sigman, in charge of the educational work in the store of S. Kann Sons Co. She first mentioned the great need of brief, well-written, interesting selling information regarding practically every line in the store. If this material is being sent out to any great extent by manufacturers, it is not reaching the educational departments of the stores. Miss Sigman said that she received comparatively very little information of the kind, and she suggested that the educational directors of department stores be placed on the mailing lists of the manufacturers to receive anything and everything published which might prove of value in furnishing instruction to the various groups.

"When we do receive material of the kind," she continued, "it is often too technical. One of our greatest needs is a list of the important selling points of the goods, enumerated according to their importance. This would be very inexpensive material. Surely, the best selling points are known to every manufacturer and his salesmen. Frequently, the very points that induce the buyer of the store to make purchases are the points that will sell the goods to the consumer. We should know them, and if the manufacturer will arrange them in one, two, three, four order, I assure him that the information will be drilled into our salespeople, who will also be given every encouragement and inducement to repeat the points to customers.

"Lectures furnished by manufacturers have been all too infrequent in our store. We should like to have more of them, and especially those that are the outcome of a careful study of our educational problems. We are trying to help our girls in many ways to add interest to their living, and to supply cultural influences. We should like to have any aid in this direction that the manufacturer can give us, and there is certainly a wonderful opportunity for development of the work."

Introducing VAN R. PAVEY
TO OUR CLIENTS

The services of VAN R. PAVEY, formerly Director of Typography, the Federal Advertising Agency, are now available to our clients.

His good taste and ability, together with his knowledge of agency problems, make him exceptionally well qualified to assist our clients in imparting to their advertising those qualities of good typography which contribute so materially to the success of advertising.

WIENES TYPOGRAPHIC SERVICE

INCORPORATED

203 WEST 40TH STREET, NEW YORK

PHONE: LONGACRE 7034

Printing Salesman Wanted

A HIGH type of salesman is wanted by one of New York's foremost printing organizations. The man selected will have his efforts backed up by a completely equipped modern plant producing superior printing in large runs. He will be able to offer his clientele an unusually fine grade of craftsmanship. He will have at his command a highly organized, professional direct advertising service and one of the best art departments in New York. Vigorous sales support will help him develop new business and increase the volume he already has attained. His every effort will be enthusiastically supported for his growth and increased earning power.

The man sought is thoroughly familiar with the New York market for fine printing. He has developed ability to sell large-run printing by several years of experience and will be able to demonstrate that experience and ability by showing proof of a good volume of sales actually made to large users of printing. It may be that he has reached the limit of the service capability of his present connection and desires an opportunity for larger accomplishment, growth and earning power.

Your reply will be accorded strictest confidence. All members of our organization have been informed regarding this advertisement.

Confidential, Box 235

Printers' Ink

J. H. DeWild Advanced by Minneapolis Publisher

John H. DeWild has been elected vice-president of the Commercial Bulletin Publishing Company, Minneapolis, publisher of the *Northwest Commercial Bulletin*, of which he is managing editor.

A. H. Seed, Jr., Vice-President Wm. J. Morton Company

Allen H. Seed, Jr., who joined the Wm. J. Morton Company, publishers' representative, New York and Chicago, last year, has acquired an interest in the business and been appointed vice-president and general manager.

H. L. Grable Starts Own Business

H. L. Grable has started in business for himself as a publishers' representative under the name of the H. L. Grable Company with headquarters at Dallas, Tex. He continues as manager of the Texas Press Weeklies, Inc.

J. F. Keeley Joins Boncilla Laboratories

J. Frank Keeley, recently with the *Chicago Herald and Examiner*, has been made director of research of the Boncilla Laboratories, Inc., Indianapolis, Boncilla toilet preparations.

Change in Name of Leader Printing Company

The name of the Leader Printing Company, Minneapolis, Minn., has been changed to the Hicks-Samuelson Printing Company. There is no change in the ownership of the business.

Ventilating Account for Bellamy-Neff Agency

The Van Zile Ventilating Corporation, New York, has appointed the Bellamy-Neff Company, advertising agency of that city, to direct its advertising account.

"The Boxing Blade" Sold

The Boxing Blade, published by M. E. Collins at Minneapolis, since 1919, has been sold to Magnus E. Martinson, owner of a number of magazines and newspapers in the Northwest, including *The Posten*.

Appoints R. J. Bidwell Company

The Fresno, Calif., *Republican*, has appointed the R. J. Bidwell Company, publishers' representative, as advertising representative for the Pacific Coast.

The
F. J. ROSS
Company, Inc.

Things about ourselves
—said by others

"... We are in receipt of the newspaper advertising for the coming year, and the writer must confess that it is without doubt the cleverest, most up-to-date, brightest series of advertisements that he has laid eyes on in the many years of experience he has had in the business."

—from our Red Letter Book

New York
Advertising



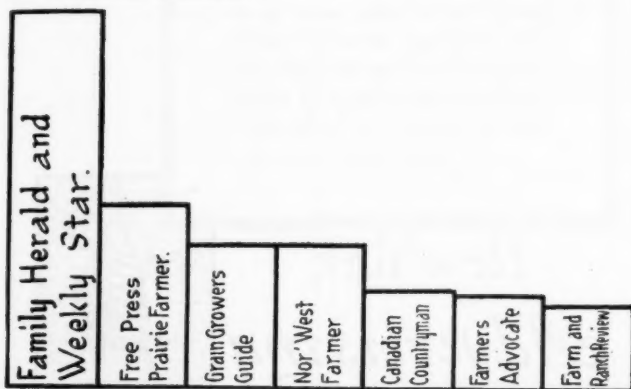
Canada's National Farm Journal

WITH MORE THAN

200,000

CIRCULATION—THE LARGEST IN CANADA

THE FAMILY HERALD AND WEEKLY STAR is the giant among Canadian Farm Papers. Its circulation—completely National in its scope—being far greater than that of the next two farm journals combined.



Member Audit Bureau of Circulations

Family Herald and Weekly Star

Canada's National Farm Journal

Montreal

Established 1870

Canada

BRANCH OFFICES

| New York | Chicago | Toronto | Winnipeg | London, Eng. |
|---|---|---|--|--|
| DAN A. CARROLL Representative 110 E. 42nd St. | J. E. LUTZ Representative 78 E. Madison St. | M. W. MCGILLIVRAY Representative 390 Bay Street | J. MCSHERRY Representative 457 Main Street | M. A. JAMIESON Representative 17 Cockspur St. S. W. 1. |

When Turnover of Salesmen Is a Blessing

(Continued from page 6)

you know he may have a high credit rating—and a high dignity which has been offended by a salesman ignoring him.

Another angle of no little importance is the once "no," always "no" attitude of some buyers. In our business, we have had many dealers who said "no" to one salesman, and kept saying it until the salesman was sure they could not be sold. All they were doing was trying to "save their faces"—having said "no" they found it hard to reverse themselves.

NEW MEN NOT BOUND BY TRADITION

Such a salesman needs either to find a way to prevent buyers saying "no" in any such positive way, or he must have diplomacy enough to enable him to find a way around the "no" when they have really begun to take interest in the line.

Frequently, the easiest way to sell these "no" buyers, is to send a salesman to them to whom they have not said "no." Then it is easy for them to buy. Sometimes, this one angle of selling will justify transferring men to new territories, or even firing a man so he can be replaced by a man who won't know who can't be sold.

If we think straight; if we are not too much bound by precedent; if we always keep in thought the fact that selling expense is not governed by dollars of cost so much as by the relation of those dollars of cost to the total sales; we may easily arrive at the point of seeing that large labor turnover in a sales organization may keep down selling costs far more than the cost of training new men can send it up.

I claim that when any salesman has been with any one organization so long that he can no longer take seriously the sales manager's recommendations relative to calling on all dealers—if we may illustrate so big a point

with one single example—then he is ready for the scrap-heap of that organization.

I claim that to keep such a salesman, especially at the salary he is certain to be receiving after having been with the organization for three or four years, will invariably cost more than is warranted by actual sales.

Firing him may seem a bit inhuman, especially if he has got along in years, but don't forget the obligation you have to him to give him a chance to get right with himself while there is still an opportunity for him to get another position.

That is what Macauley meant, perhaps, when he said that the kindest thing you could do for such a man is to fire him. In his next position, the man you dismissed will at least have to work harder till he gets going well, and that will be fruit picked from your kindness—no matter what he may think of it.

But of course, that is a minor worry. We all, if we are human, do consider these phases of management, but we have a still bigger responsibility as business men. We have the responsibility to the whole public of keeping down our selling costs to as low a figure as is possible, for if we don't, then the public has to pay the bill.

Even if we are too tender-hearted to fire a man who is worth less than he is costing (compared to what a newer, lower-price man would cost), then there really isn't any comparison between the kindness due him and the kindness due the general public.

We owe it to the man to use every bit of sales managing ability we have to get him back on his toes, but failing in that we owe it to him to fire him and let him find another chance to make good with someone else, and we owe it to the public to stop the waste which the final buyer, in the last analysis, must pay for.

When I see a sales organization which is all cluttered up with men who have been in the organization many years, it always means to me, either that the sales manager

is a wizard at keeping men "young," or else he is paying two or three times as much for his sales as he ought to be paying.

Just as a guess, I usually get an idea that he could lower the average salary of his salesmen 25 per cent or more, and at the same time increase the average sales per man at least 25 per cent, by a wholesale policy of forced labor turnover.

As a rule, the longer a salesman is in an organization, the less he follows home office instructions, and the fewer new dealers he will call on. He will open fewer new accounts, and show fewer old dealers how to sell more. Also, as a rule, the selling cost, in percentage to sales, increases with the length of time a man is with the organization—beyond, perhaps, the time it takes a man to reach his best.

As a rule, also, the newer a salesman is in an organization, the harder he will work, and the more closely he will follow home office suggestions, and the more energetically he will canvass for new

accounts, and the lower his cost of selling will be, in percentage of salary to his total sales. Usually, though not always, it will be true also that the newer a salesman is in an organization the lower his traveling and other expenses will be in relation to his salary.

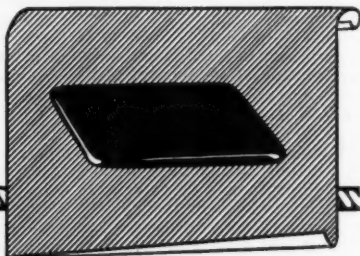
So labor turnover isn't such a horrible thing after all. It really is a friend of ours, if we treat it well. The most awful thing that could happen to any sales organization would be the complete loss of the problem of labor turnover.

If you had to keep, always, the very same salesmen you have today; if you could never again lose a salesman; if you could not, in the future, feel free to fire a man—wouldn't that be a pretty awful fix for a sales manager to find himself in?

Labor turnover is all right. Make sure you have plenty of it!

John W. Teale, has joined the copy department of the Ronalds Advertising Agency Limited, Montreal. He was formerly Eastern manager of the technical publications of the Maclean Publishing Company, Toronto.

\$100.00 For An IDEA!



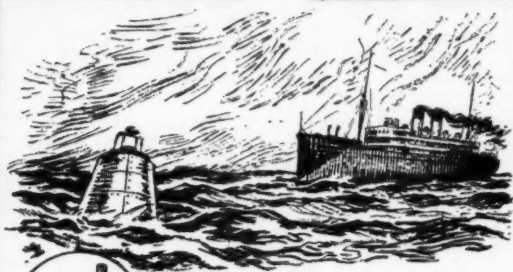
Millions of metal squares as illustrated, 11/16th square, of 20 gauge, soft, high grade steel, are stamped out each week by one of our clients in making their regular product.

This client will give One Hundred Dollars for each practical, usable suggestion adopted for the use of this material in reasonable volume, either alone or as a part of a salable article.

If you wish to submit a suggestion, send for samples of material.



The Walter A. Allen Agency, Inc.
HARTFORD CONNECTICUT

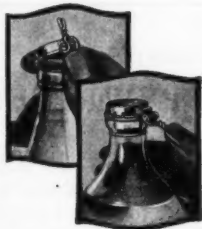


"Danger Ahead"

*The little lever always tells whether
the container is closed or open*

Many a proud ship has nosed safely into a fog-shrouded port through the invaluable aid of buoys—danger signals . . . automatic, mechanical eyes of the sea.

Performing a like service, the little lever on every Kork-N-Seal closure warns you immediately whether the container is open or closed. *When the lever is up, it is open; when it is down, it is closed.* No other closure made possesses this distinction.



*To open: merely raise the lever
and push with thumb.*

*To reseal: replace cap on con-
tainer and push lever down.*

This is only one of the many advantages of Kork-N-Seal. Kork-N-Seals are leak-proof, air-proof, convenient, trouble-proof and protective; they can't jar loose in shipment. Kork-N-Seal closures may be mechanically applied at the rate of 100 per minute.

WILLIAMS SEALING CORPORATION
DECATUR, ILLINOIS

Williams

KORK-N-SEAL

THE CAP WITH THE LITTLE LEVER

G. W. Kingsbury to Direct Kelvinator Advertising

Gordon W. Kingsbury has resigned as secretary-manager of the Adcraft Club of Detroit, effective February 15, to become advertising manager of the Kelvinator Corporation, Detroit. In addition, he will become chairman of the advertising committee of the Electric Refrigeration Corporation, a new company which has been formed through the consolidation of the Kelvinator Corporation, Nizer Corporation and the Grand Rapids Refrigerator Company. Mr. Kingsbury at one time was advertising manager of the Diamond Crystal Salt Company, St. Claire, Mich.

Campaign Started on White Bock Beverage

The Jacob Hornung Brewing Company, Philadelphia, has started an advertising campaign in cities of Pennsylvania and New Jersey on Hornung's White Bock beverages. This advertising is being conducted by the Tracy-Parry Company, Philadelphia advertising agency.

John L. Rogers Joins Ferry-Hanly

John L. Rogers, who has conducted an advertising business at New York for several years, has joined the New York staff of the Ferry-Hanly Advertising Company.

R. E. Berlin, Business Manager, "McClure's Magazine"

R. E. Berlin, business manager of *Smart Set*, New York, has, in addition, been appointed to a similar capacity with *McClure's Magazine*, also of New York. Arthur McKeogh, formerly associate editor of *Cosmopolitan*, has been made editor of *McClure's Magazine*.

Chicago "Tribune" Opens Boston Office

The Chicago *Tribune* has opened a New England advertising office at Boston. H. M. Jackson, who has been with the *Tribune* for the last six years, will be in charge.

L. J. Stahl with The Corman Agency

L. J. Stahl, recently with Barrows & Richardson, New York advertising agency, has joined the art department of The Corman Company, Inc., advertising agency, also of that city.

Timken Advances J. W. Spray

Judd W. Spray has been made manager of sales of the automotive division of The Timken Roller Bearing Company, Detroit, Mich. He has been with the company since 1916, for the last six years as district manager at Detroit.

A Brilliant Opportunity for **A BRILLIANT COPYWRITER** (Man or Woman)

A soundly-established, rapidly-growing agency in New York, handling nine national accounts, wants an *exceptional* copy writer to join its staff.

He must be a seasoned, all-round agency worker—capable of assuming complete responsibility for accounts—handling the contact, service and promotion work.

To such a man or woman we offer a good salary, a

congenial association and—most important—a rare opportunity to make a permanent place for himself in an organization which, we believe, will grow to be one of the leading agencies in the country.

Please give complete details about yourself and your experience. State salary you are now receiving. (Our own staff knows of this advertisement.)

Address "X," Box 239, Care of Printers' Ink

"This Way In!"



THIS way into the Billion Dollar Market of the American retail shoe store!

This way into the respect and attention of more than 13,000 paid subscribers.

This way into a fine, friendly welcome for the salesmen of any manufacturer or wholesaler catering to the retail shoe trade.

This way into "The Recorder-Store," gentlemen!

BOOT *and* SHOE RECORDER

*The Point of Penetration to the
Shoe Market*

207 SOUTH STREET, BOSTON

Chicago
Cincinnati
St. Louis

A. B. P.



A. B. C.

New York
Rochester
Philadelphia

NO DETOURS—The only direct route to the prosperous New England farm market—

The 22nd Garden Annual of

New England Homestead
Appears March 6th
Forms close Feb. 27th



FOR more than a generation the GARDEN ANNUAL has rendered a practical and helpful service to New England farming. New England farm folks eagerly await the coming of this spring feature number. Specially written articles on fruit growing and gardening predominate. All branches of farming—dairy, poultry, farm engineering, household, etc.—are emphasized.

Truly the GARDEN ANNUAL is the standard reference book and buying guide for 75,000 New England business farmers and their families.

More Than \$55,000,000 Increased Wealth

New England farmers produced in 1925 leading crops worth fifty-five million dollars more than the previous year. Add to this the increased monthly incomes to dairymen and poultrymen and it is easy to understand why New England offers you a prosperous farm market for 1926.

Reader Interest Reflected in Classified Columns

The classified section of the *Homestead* is primarily for the benefit of readers. The extent of their interest and enthusiasm is indicated by the weekly volume of classified advertising. The 1925 GARDEN ANNUAL carried five solid classified pages—tangible evidence of genuine reader-interest.

The 22nd Garden Annual Will Help Make Good Business Better



WARREN A. PRIEST, Advertising Director
Member of Agricultural Publishers Association
Member of Audit Bureau of Circulations

Phelps Publishing Company, Publishers, Springfield, Mass.

| | | | | |
|-------------------|--------------------|-----------------------|-----------------|------------------|
| NEW YORK | CHICAGO | ST. LOUIS | MINNEAPOLIS | SAN FRANCISCO |
| 270 Madison Ave. | 123 W. Madison St. | Syndicate Trust Bldg. | Palace Building | 460 Fourth St. |
| E. R. Williams | J. C. Billingslea | A. D. McKinney | R. R. Ring | Loyd B. Chappell |
| A. H. Billingslea | | | | |

"Well Now, My Territory Is Different"

By a Sales Manager Who Has Just Heard It Again—He Almost Resolves to Close the Sales Department and Let Every Salesman Have His Own Way in Everything

WELL, we have just finished another of those hardy American perennials entitled, "The Salesmen's Convention."

The only song the boys could all join in at the banquet was "Old Hundred," a hundred different versions of that familiar old tune, "Well Now, My Territory is Different."

Here are some of the verses: "Out on the Coast, you can't sell a single item that the Easterner buys, tra la." "Down our way in Georgia, tum, tum, the negro element plumb ruins any piece of merchandise or sales idea ever brought out." Then, of course, "You know the concessions in the way of price, dating, discount and packing that you have to allow a salesman to make if you want to sell a New England Yankee anything at all." And, "When it comes to Hoosiers, even after you've dealt with them for ten years you don't know that they ever do buy, ta da de da."

Then there were some other verses about the altitude in Colorado, the corn situation in "Ioway," the Hebraic appeal in New York, Senator Borah's disapproval in Idaho, and the effect of prohibition and the weather anywhere.

When it was all over we realized the fact that the manufacturer doesn't know a single, solitary, bloomin' thing about conditions in the territory and there's no use in his trying. Thank heaven we company officers have found out in time. For now that our emissaries from Maine to California have sold us the idea, it is going to save a lot of unnecessary expense.

Our organization henceforth will be beautifully simple. At the top will be the Salesmen, from

AN advertising agency one hundred miles from New York City wants a first-rate copy chief.

He will do all of the writing at the start, and will add to his own department as business develops. As a part of his work, he will write copy and buy art for one of America's outstanding accounts.

He will want this job because it gives opportunity for growth, and allows him to live in one of the finest cities in the United States.

He should be under 35, and have at least five years' agency experience.

Send full particulars to "B," Box 224, Printers' Ink.

GOOD OPPORTUNITY for ASSISTANT ADVERTISING MANAGER

with one of the largest manufacturing concerns in the Central West, doing extensive national, trade paper and direct advertising.

Real opportunity for the right man. Working knowledge of layouts, typography and detail work essential. Copy writing experience desirable.

All communications strictly confidential. State age, salary expected, whether married or single, experience and when available, in your first letter.

Address "Y," Box 81, care of Printers' Ink.

Do You Know This Man?

The Man

A Lithographic Salesman not afraid of hard work.

Ever on the lookout to increase his income.

Young enough to be active.

The Firm

Established 50 years.

Equipped with every modern device for the finest work.

Equipped with personnel and machinery for anything from postage-stamps to posters.

Medium-size and growing.

Ask him to address us—
"V," Box 236, Printers' Ink.

Production



YOUNG MAN thirty-one years of age, married. Six years experience in handling mechanical and production work on large national accounts.

Thoroughly familiar with general agency routine and knows type, engravings, electrotyping, forwarding, etc.

Seeks position with an agency offering greater opportunity for development and advancement than present connection. Salary secondary to opportunity.

Address Box A-237
Printers' Ink

whom, with their first-hand knowledge of conditions, all blessings will flow. Hereafter we shall have a factory only to produce the daily desires of the Salesmen and their mysterious trade. And finally there will be a very small clerical force to write out the Salesmen's pay checks, and otherwise service these field executives.

Silly list prices, senseless terms, and other idiotic regularities will be wiped off the books with all accompanying impedimenta of sales manuals, conventional order and report blanks and such rot. At one fell swoop we shall lop off sales manager and staff, together with 99 per cent of the remaining office figureheads.

The sales convention is over!

Before leaving let us all stand and solemnly chant that new national air, "Well, Now, *My Territory is Different.*"

But ssh! When we get back to our humble chores in the main office we shall stealthily proceed on the basis that 51 per cent of the population of America really does possess two legs each and standardizes on buying shoes in pairs. We hope we do not appear dogmatic.

Officers of The Penton Publishing Company

At the annual meeting of the Penton Publishing Company, Cleveland, the following officers were re-elected for the ensuing year: John A. Penton, chairman of the board; Charles J. Stark, president and treasurer; H. Cole Estep, first vice-president; John D. Pease, second vice-president and Frederick V. Cole secretary. In addition, A. V. Cannon and Earl L. Shaner were re-elected directors.

Officers of the Penton Press Co. were re-elected as follows: Charles J. Stark, chairman; J. R. Dawley, president; F. V. Cole, vice-president and treasurer and John D. Pease, secretary. H. Cole Estep was elected a director.

Dorr Meat Stores Merged with First National Stores

Arthur E. Dorr, Inc., which conducts a chain of meat markets in New England, has been merged with the First National Stores, Inc. Arthur E. Dorr becomes a vice-president of the First National company, and a member of the executive committee. B. F. McGoldrick, of the Dorr interests, will be a member of the board of directors of the First National company.

knowl-
essings
shall
uce the
en and
And
small
ut the
other-
cutives.
terms,
es will
ith all
a of
order
h rot.
op off
gether
aining

ver!
stand
w na-
Terri-

ack to
main
roceed
of the
does
stand-
pairs.
dog-

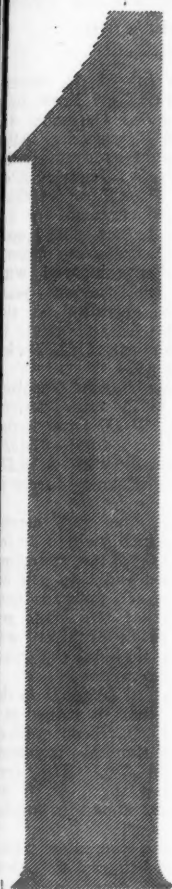
n

Penton
the
or the
chair-
Stark,
Estep,
e, sec-
k V.
Can-
lected

Co.
es J.
pres-
t and
etary.
ector.

ged
es

con-
New
the
ar E.
of the
mem-
B. F.
will
ectors



1ST PLACE
in Canada

**THE
TORONTO
STAR**

Daily
135,687

Average Circulation for January

Sunday
(The Star Weekly)
Average Circulation for January

186,244
Members Audit Bureau of Circulations

**The Two Largest Newspaper
Circulations in Canada**

United States Representatives: CHAS. H. EDDY CO.
Chicago Boston New York
Montreal Special Representative: J. B. RATHBONE

PRODUCTION MAN

wants a better connection

IS now assistant mechanical production manager with New York agency, handling national accounts. 6 years' experience. Thorough knowledge of printing, engraving and typography. He is familiar with other departments of agency service, such as space buying, forwarding, accounting, etc. Now seeks broader opportunity either with a progressive agency or in advertising department of large manufacturer.

Address Box W-238 Printers' Ink

Advertising Agency wants High-Grade Man as Vice-President

Nationally recognized, well-established New York Agency, serving some conspicuous National advertisers, offers the Vice-Presidency to a clean-cut advertising man who has demonstrated his ability to secure accounts.

The Agency is not seeking vest-pocket accounts. It is the man and his experience that are desired.

He can make a profitable connection, take active part in management and become part owner of a successful, medium-sized Christian agency, with every promise of a happy and prosperous future.

Address E, Box 93
care of Printers' Ink

New York Club Reports on 1925 Operations

THE net profits of the Advertising Club of New York, Inc., for the year ended December 31, 1925, were \$292.47, according to the report of the treasurer, H. R. Swartz. This profit is reported after a deduction of \$10,800 for depreciation, repairs and renewals for the second year in the new club house.

For the year, the gross income was \$135,564 as compared with \$123,241 for the previous year. The expense of operation for the year just closed amounted to \$135,271 as against \$122,774 incurred during 1924.

Of the gross income reported for 1925, \$123,729 was derived from dues and \$9,000 from initiation fees. This is a total of \$132,729 and compares with \$118,374 received from the same sources in 1924.

During 1925, the club served 87,505 meals, which yielded an income of \$132,066. After deducting the cost of food and help, not including the cost of overhead, there was a net loss of two cents per meal. A net profit of \$1,910 was reported from the club's various departmental operations.

The mortgage of \$250,000 on the club property, which is valued at a cost of \$473,335, has been reduced by three semi-annual payments which total \$11,250. The consolidated balance sheet, as of the end of the year, shows a surplus of \$320,351.

A membership campaign which the club is just bringing to a close has resulted in recruiting more than 2,250 members which is the club's full membership and a waiting list has been established. "Our membership has now reached and slightly exceeds the number we had when we entered the building two years ago," Mr. Swartz reports. "The recent campaign we hope will enable us to establish a surplus sufficient to materially reduce our mortgage beyond the minimum payments required."

FLORIDA *in* ROTOGRAVURE

Buyers of advertising space, merchandising men, agency and manufacturing executives will find authoritative information concerning the American Tropics in the eighty-four pages of the Miami Tribune Rotogravure Statistical number.

Authoritative

This edition is complete in every detail. Correlative charts comparing Florida's financial, agricultural and industrial resources with other states. Beautiful scenes, photographs of construction, panoramic views showing how the American people are building great cities at a rapidity never before equaled in the history of the world.

Knowledge of the Field

The knowledge of this market that you can obtain from this edition will give you an insight into this field that cannot be equaled except by months of tireless work and surveys and investigations.

Get a Copy Gratis

A limited number of this edition is being reserved to be mailed free of charge to those mentioned above and is an answer to Harold Keats' attack, "What Is the Truth About Florida?" Get a copy gratis before the supply is exhausted.

Measuring the Growth of Cities

There are many ways of measuring the Growth of Cities, but Miami and the Palm Beaches give a new one.

For instance, The Palm Beach Times, published afternoons and Sunday mornings, was established September 8, 1922, and now has a paid circulation in excess of 11,000 copies daily.

The Miami Tribune, established March 11, 1924, published week-day afternoons, now has a paid circulation in excess of 20,000 copies and gaining at the rate of better than 2,000 monthly.

America's Most Select Readers

The Palm Beach Times

"Florida's Fastest Growing Newspaper"

Miami Tribune

Established and Published by Frank P. Fildes

E. KATZ SPECIAL AGENCY, National Representative

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Russell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
BERNARD A. GRIMES, News Editor

EDITORIAL STAFF

C. B. Larrabee Roland Cole
E. B. Weiss Andrew M. Howe
Thomas F. Walsh James C. McGraw

H. W. Marks

James H. Collins, Special Contributor

A. H. Deute, Special Contributor

John Allen Murphy, Special Contributor

Chicago: G. A. Nichols

D. M. Hubbard

Russell H. Barker

Washington: James True

London: Thomas Russell

NEW YORK, FEBRUARY 11, 1926

Stepping Up with the Country

It is said that the Metropolitan Life Insurance Company wrote a greater volume of industrial life insurance, of group life insurance, and of ordinary life insurance than any other single company in 1925.

Its record in two of those three fields—industrial and ordinary life insurance—seems to us especially significant.

Industrial life insurance means insurance sold to the workers in industry—the class of people who can afford to pay only at the rate of five to ten cents a week for insurance. Ordinary insurance is the kind sold in \$5,000 or \$10,000 policies and usually paid for quarterly, semi-annually or annually. Such

insurance, it is plain, would be taken by persons of higher purchasing power than those buying industrial insurance.

A generation ago, when the Metropolitan was pounding away in the poorer sections of the cities and towns of the country, selling its idea of industrial insurance, there were many insurance companies of large power and great strength doing business throughout the length and breadth of the land. They were so much more powerful than Metropolitan that there was no comparison. They were selling ordinary life insurance. Such notice of this industrial policy idea as they took was usually a laugh, with a remark that might be summarized in the phrase, "Trying to gather the cash by the shovelful while we use a bucket. Never get anywhere with that idea."

The prophets were wrong. Metropolitan was on sound footing. It had done what manufacturers had done before it and what many manufacturers have done since. It had broken its product into smaller units so as to make it available to a greater market. It is not the soundness of that point that we are here endeavoring to demonstrate with the Metropolitan as an example. It is the benefits which are apt to accrue from this small unit of sale policy that interests us. We have already said that last year the Metropolitan wrote more ordinary insurance than any other company. There is the point. The Metropolitan now gathers in more business by the bucketful than those companies which were taking it by the bucketful when Metropolitan started its shovelful policy idea.

There is a very sound reason for all this. The shovelful idea, while it didn't give the Metropolitan an early lead in total volume of insurance written, soon gave it a lead in number of policyholders.

All of these many policyholders were learning to save. Many of them were immigrants anxious to get ahead. And most of them got ahead either by their own efforts alone or with the aid of their chil-

dren. It is safe to assert that the social and financial status of the majority of individuals on whom the Metropolitan wrote industrial policies in its early days is now entirely altered for the better. Those individuals and families have moved up. They are today the buyers of ordinary policies—the bucketful type—from the Metropolitan. In other words, Metropolitan has grown to a commanding position in ordinary life insurance sales by growing with that portion of social America which had the greatest chance for growth. And it grew because it had the wisdom and the ability to put its product in a package that sold for a price within the reach of that group.

How Corn Producers Can Gain Wealth

There is considerable diversity of opinion as to the soundness of certain measures, political and otherwise, that now are being projected for the improvement of corn growers' fortunes. The idea of an export corporation to take care of excess production is pronounced by some as being safe, sound and sensible. Others declare it is uneconomic and mischievous. It all depends on the point of view.

Far be it from us to try to pick holes in the contentions of such authorities as E. T. Meredith and Frank O. Lowden on the one hand or those of financiers and economists on the other.

But we want to make one suggestion: scientific research and advertising may be united in an invincible team to solve the corn problem. Science can improve present products made from corn and evolve others. Advertising can sell them.

It is only comparatively recently that corn has been dished up for food in any other than elementary forms. A bushel of corn weighing fifty-six pounds may be turned into twenty-five pounds of sugar; fifteen pounds of molasses; fourteen and one-half pounds of gluten and one and one-half pounds of corn oil. There is no

waste at all, every bit of it being utilized. Here is wealth—plenty of it. These are staple products for which there is practically a limitless demand. The potential profit-making qualities of corn, therefore, become almost startling.

There would be no surplus corn production in this country if these commodities were merchandised properly. Corn sugar, they tell us, is the real thing. But it now is a segregated article and the housewife does not recognize it as sugar. She looks upon it as corn sugar. Congressman Cole of Iowa is trying to have Congress remove the word "corn" from the name and have it known as sugar. This might help the product's reputation but it would not create a market.

Advertising is the force that is needed. Advertising can do the job.

The Associated Corn Products Manufacturers, as PRINTERS' INK has previously related, are carrying forward a campaign designed to popularize gluten feed, which is a by-product obtained from the making of starch, glucose, corn syrup and corn sugar. This is well enough so far as it goes, but it is only a start.

There is practically no end to the industrial and merchandising possibilities of corn. If only a few of them were adequately utilized there would be no such thing as a surplus. Then prices would go up without the intervention of political measures and the farmer would be happy.

Advertise corn!

The Man Who Just Drops In

When the engineers again take up their study of waste in industry, it is to be hoped they will not neglect to examine the habits of the man who was passing by and "just dropped in."

He never bothers to make appointments in advance with anyone. Like the tail end of a rocket out of a clear sky, he suddenly drops in with no word of warning, on the long chance that he may find his victim in, induce him to

stop whatever he may be doing and listen to his sales talk. His sole excuse for this time-wasting method is that he happened to be in the neighborhood.

Advertising agents are often the victims of this typical time waster; so are busy men in all lines, purchasing agents, vice-presidents, plant managers, men with important work to do. They are asked to stop their work and pass the time of day with a man who thinks every man owes him an interview at any time of his own choosing, whether he has a definite message to deliver or, as is too often the case, just conversation. Some droppers-in, according to one advertising agency official, seem to take special delight in calling on him on the two days a week which the sign in his outer office designates as the only two when he doesn't see salesmen. He wonders whether they think it is clever to drop in then so that they can report that they have special entree at times closed to the others.

The real representative who phones in advance for an appointment, who has made at least a preliminary study of the account he is after and who submits an idea when he keeps his appointment, is always welcome. The man who "just drops in" makes it harder for the constructive salesmen in every line of business.

It is high time this troublesome minority stopped continuing a practice which is a wasteful relic of careless days long past.

Exaggerated Ego in Advertising

R. L. Whitton, vice-president of the General Outdoor Advertising Company, in an address before a meeting of Chicago business men, asserted that exaggerated ego is one of the flagrant faults in advertising that ought to be corrected for the good of business in general. By "exaggerated ego" he means the attitude of a representative in giving undue importance to the particular medium in which he may be interested.

"We will all admit," Mr. Whitton said, "that advertising is a

merchandising force. But how many of us carry into practice our knowledge that it is also a force with several sides? When advertising salesmen persist in regarding their own medium or element as all in all they are in danger of bringing about a condition of ruinous competition and thereby defeating the very object they have in mind."

Mr. Whitton's remarks are quoted here for what they are worth. The truth he brings out is plain enough to need no further exposition from us.

There certainly can be no very pronounced objection to his general trend of thought. Advertising, being a force that calls for expert and individualized application, naturally must be administered by specialists—each knowing and believing in his medium and working for it. There must be competition, therefore, as a matter of fact and of good business sense. Likewise, there must be co-operation.

This is neither idealistic nor altruistic.

It is practical and hard headed. When an advertiser's selling proposition is approached from the broad standpoint that his interests, and not exclusively those of the medium, are paramount, this co-operation comes naturally and painlessly. More business for all is the result.

Campaign for Blackstone and Totem Cigars

An extensive campaign for 1926 is planned by Waitt & Bond, Inc., Newark, N. J., manufacturer of Blackstone and Totem cigars. Marcus Conlon, advertising manager, informs PRINTERS' INK that newspapers will be used in practically every section of the country.

A special campaign will be conducted at Kansas City, Des Moines, Omaha, Oklahoma City, Tulsa and possibly St. Louis, and another in Oregon and Washington cities. Outdoor advertising will be used in many States.

"Nor'-West Farmer" Appoints H. C. Anderson

The Nor'-West Farmer Limited, Winnipeg, publisher of *The Nor'-West Farmer*, has appointed Hugh C. Anderson advertising manager, succeeding John Atkins.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

Graybar Electric Company

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Drive Starts to Clean Florida of Land Swindlers

Concerted action is to be taken in a drive to clean Florida of fraudulent real estate operators and to protect the nation-wide public from land swindles in that State. The active participants in the drive will be the National Better Business Bureau and its affiliated local bureaus and the Florida State Chamber of Commerce, representing 176 local commercial bodies.

This announcement was made by the Bureau following receipt of a letter from A. A. Coult, general secretary of the Florida Chamber, confirming the arrangement and stating that all information now in possession of that body will be placed at the immediate disposal of the Bureau's investigators.

H. J. Kenner, general manager of the Better Business Bureau of New York City, on returning from Jacksonville, where arrangements were made to launch the work, stated that a minimum of three months' activity is contemplated, with extensions of time as conditions warrant.

"John N. Garver, former manager of the Better Business Bureau at Buffalo, has been on the ground for three months surveying conditions," said Mr. Kenner, "and now he is to have at his disposal a staff of field investigators who will work closely with State and Federal officials. In co-operation with H. G. Mitchell, manager of the St. Petersburg Bureau and Mr. Coult, Mr. Garver already has developed evidence in several important cases which soon will be subjects for action."

* * *

Railroad Advertising Helped Northwest Grow

According to a number of railroad advertising men, who spoke at a recent meeting of the Town Criers' Club of St. Paul, Minn., the growth of the Northwest has been helped to a great extent by the advertising of railroads in that territory. W. R. Mills, advertising director of the Great Northern Railroad, declared, "In 1880 there were only 2,000,000 people in the thousands of square miles served by the Great Northern Railroad. Today, through a constant telling and retelling by the railroads in their advertising, there are 7,000,000 and that number is growing." The entire meeting was given over to talks on railway advertising.

* * *

Buffalo Club Program Committee Appointed

Howard C. Menagh, chairman of the Round Table committee of the Greater Buffalo Advertising Club, has appointed the following, as members of the program committee: Ralph E. Thompson, S. Grove McClelland, Owen Thompson, Karl Hausauer, Warner Bates and Edward F. Strong.

Blaine McGrath Resigns as Head of Indianapolis Club

Blaine McGrath, president of the Advertising Club of Indianapolis, who has been engaged in free lance work, has been appointed as executive head of the Hanson Advertising Agency, Orlando, Fla., and has resigned as president of the club. He will assume his new duties February 15.

Maxwell Droke, vice-president of the club and head of the Droke Enterprises, Inc., will become president.

* * *

Detroit Club Appoints Secretary-Manager

Harold M. Hastings, effective February 15, will become secretary-manager of the Adcraft Club of Detroit. Until recently he was with Cole-MacDonald-Wood, Inc., Detroit advertising agency. Mr. Hastings will succeed Gordon W. Kingsbury, whose change of position is mentioned elsewhere in this issue.

* * *

Omaha to Have Better Business Bureau

At a recent meeting of the Omaha, Nebr., Advertising-Selling League, a movement was started to establish a Better Business Bureau at that city. About \$7,500 was raised for that purpose. The Advertising-Selling League is to become affiliated with the Associated Advertising Clubs of the World at the same time.

* * *

Toledo Club Forms Inter-City Departmental

The Toledo, Ohio, Advertising Club has formed an inter-city departmental to include all towns within forty miles of Toledo. Members joining this division are required to pay but half the regular dues and are entitled to all privileges of regular members.

* * *

Miami Club to Erect Co-operative Building

The Miami, Fla., Advertising Club will shortly start construction of a twelve-story, co-operative office building. The two upper floors of the structure will be kept by the club for its quarters.

* * *

To Establish Bureau at Huntington, W. Va.

The Huntington, W. Va., Advertising Club and the local business men's association, will co-operate in establishing a Better Business Bureau. A minimum of \$10,000 will be appropriated for the annual budget.

Pennsylvania Railroad to Advertise to Employees

The Pennsylvania Railroad is planning a national advertising campaign directed at its own employees as well as the general public. W. W. Atterbury, president of the road, told members of the Advertising Club of New York, last week.

"Here, then," he said, "is our real goal in connection with our present advertising plans, not alone an increase in the number of travelers on our trains, but, first of all, the cutting down of operating expenses, and, secondly, producing greater satisfaction on the part of our patrons by reason of the improved character of the service we render."

This will be done by advertising to the employees to make them understand the ideals of the company and will, Mr. Atterbury believes, increase their efficiency. That, in turn, would reduce the operating expense of the railroad. "Furthermore," he said, "if each of our employees did his job just a bit better than he does it today, you can see that passenger train performance would be improved, freight trains would go through more promptly, people would get their deliveries of freight in better condition and better time, and the result would be that every patron of our road would be better pleased with our service and would become a solicitor for business."

* * *

Why Salesmen Succeed or Fail

Franklin L. Miller, district sales manager of the Curtis Publishing Company, in a speech at a recent meeting of the St. Louis Sales Managers Bureau, gave his reasons for the success or failure of salesmen. Success in salesmen, according to Mr. Miller, is due to initiative, interest in work, ability to express knowledge clearly, and indefatigable energy. He stated that salesmen fail because, they want to sell their own way, they do not know turnover, they do not know simple contracts, such as sight drafts, bills of lading, credits, etc., they do not follow instructions, lack ambition and energy, and do not know their own merchandise.

* * *

Eleventh District Convention Date Set

The convention at Pueblo, Colo., of the Eleventh District of the Associated Advertising Clubs of the World, will be held on February 23 and 24.

Men's Suits Added to Patrick-Duluth Line

F. A. Patrick & Company, Duluth, Mich., manufacturer of Patrick-Duluth overcoats and mackinaws, have begun to make men's suits. An advertising campaign on this new product has been started.

New Direct-Mail Service at Chicago

Phil Gordon, formerly president of the Gordon-Marx Company, Cincinnati advertising agency, has organized The Phil Gordon Agency, a direct-mail service, at Chicago. C. R. Cheadle, formerly associate editor of *Retail Furniture Selling*, Chicago, and F. H. Peters, who has been with the R. H. Hyland Company, also of that city, have joined the new organization.

Defines Advertising

THE LITERARY DIGEST

CHICAGO, FEB. 2, 1926.

Editor of PRINTERS' INK:

Please record the following definition of advertising:

"Advertising is gaining and maintaining the acceptance of a product by the active intelligent ruling mind."

THE LITERARY DIGEST,

R. G. HOWSE,

Western Manager.

Becomes Larkin-Holke-Stradal, Inc.

The name of the Larkin Service, Inc., Kansas City, Mo., has been changed to Larkin-Holke-Stradal, Inc. Samuel Larkin is president and treasurer of the new company, Elmo Holke, formerly advertising manager of Victor Motors, Inc., is vice-president and Walter J. Stradal is secretary. Mr. Stradal was with the Larkin Service.

Tire Account for Akron Agency

The India Tire & Rubber Company, Akron, Ohio, has appointed Eddy & Clarke, Inc., advertising agency of that city, to direct its advertising. Magazines, newspapers, business papers and direct mail will be used.

William Kunz Joins L. Jay Hannah Agency

William Kunz, formerly with Palenske-Young, Inc., commercial artists, Chicago, has joined the L. Jay Hannah Company, Inc., newly formed advertising agency at Chicago. He will act as art director.

V. R. Pavey Joins Wienes Typographic Service

Van R. Pavey, formerly director of typography of the Federal Advertising Agency, is now associated with the Wienes Typographic Service, Inc., New York.

Direct Mail Advertisers to Meet at Detroit

The Direct Mail Advertising Association will hold its 1926 convention in October at Detroit. The exact date is to be determined later.

Cheap at *Five-fourths* of the Price!

THAT's another way of saying that SMART SET with a rate based on 400,000 net, has passed the half-million mark—comfortably.

Three short months ago in this space we traced our rate increases from 90c to \$1.40 to \$2.00 a line; and spoke of \$3.00 before long.

We're not announcing such a rate. But the day of its coming is well within the horizon of shrewd buyers of advertising space.

Naturally enough, circulation is bringing us advertising. The circulation is in the right places and the advertisers are of the right kind.

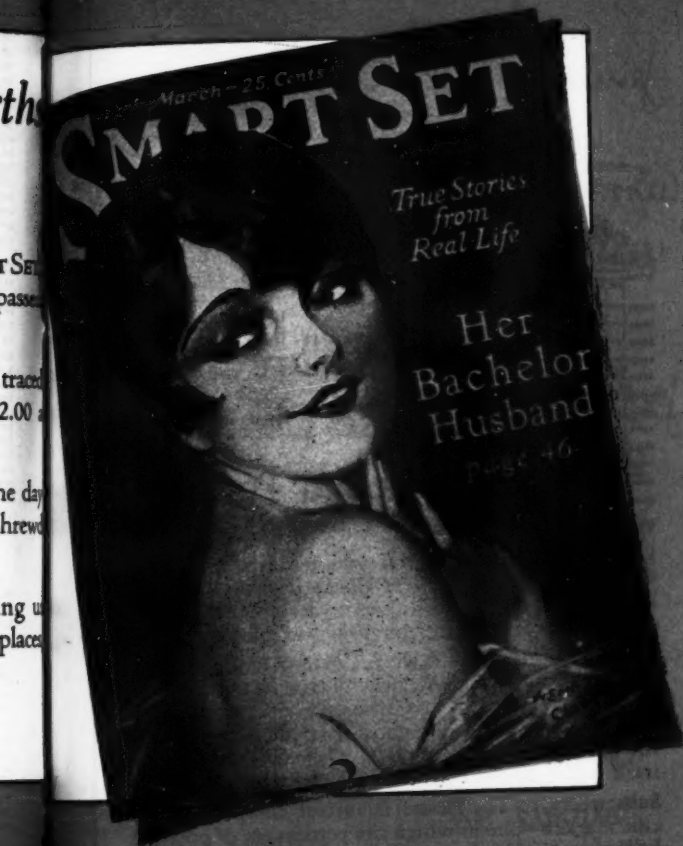
We'd like to tell you more about both.

SMART SET

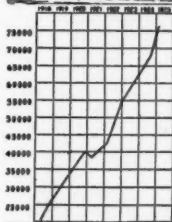
R. E. BERLIN, Business Manager

119 West 40th Street, New York
Chicago Adv. Office, 360 N. Michigan Ave.

the

r Ser
passtraced
2.00 ane day
hrewng u
places

THE HOUSE BEAUTIFUL



Growth of
The HOUSE BEAUTIFUL

Being "Pure Quill," House Beautiful Sticks to Its Last

Like the forceful editorial which deals effectually with one subject only, The House Beautiful devotes itself exclusively to the house, its design, plan, equipment, accessories, furnishings and orientation.

Without digressing into the realm of sports, dogs, real estate or dress, it has steadily grown from its beginning, nearly 30 years ago, to its present commanding prestige, enjoying a distinctly individual position as the only comprehensive class publication addressing itself solely to the home and its embellishment.

Subscribers to The House Beautiful comprise a specific market—one in which the percentage of possible buyers is the highest. While advertising rates are based on a rebate-backed guarantee of 70,000 net paid (A.B.C.), a substantial excess gives additional value.

More interesting facts on request

THE HOUSE BEAUTIFUL

8 Arlington Street, Boston, Mass.

Ask about House Beautiful's 1926 Building Annual!

FEB. 11

FEB. 11

VOL.
MON.

Review
World's
Atlantic
Harper
Scribner
Golden
Munsey
Wide
Current
Street
Everyb
Century
Bookma
St. Ni
Blue

Americ
Cosmop
Physica
True S
Red B
Better
Photop
Smart
True I
Dream
True I
Boys' I
Motion
Sunset
Americ
Secrets
Elks I
Fawcet
Asia
Pictur
Success
Film

Vogue
Ladies
Woma
Good
Harper
McCal
Pictori
Hollan
Deline
Design
Moden
Farmer
Woma
Peopl

FEBRUARY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY CLASSIFICATIONS(Exclusive of publishers' own
advertising)

Standard Size

| | Pages | Lines |
|------------------------|-------|--------|
| Review of Reviews..... | 118 | 26,633 |
| World's Work | 100 | 22,419 |
| Atlantic Monthly..... | 83 | 18,655 |
| Harper's | 80 | 18,141 |
| Scribner's | 73 | 16,421 |
| Golden Book..... | 61 | 13,818 |
| Munsey's | 29 | 6,608 |
| Wide World..... | 23 | 5,208 |
| Current History..... | 23 | 5,152 |
| Street & Smith Comb... | 22 | 4,992 |
| Everybody's | 18 | 4,115 |
| Century | 18 | 4,032 |
| Bookman | 17 | 3,839 |
| St. Nicholas | 17 | 3,808 |
| Blue Book..... | 12 | 2,748 |

Flat Size

| | Columns | Lines |
|--------------------------|---------|--------|
| American | 314 | 45,051 |
| Cosmopolitan | 243 | 34,864 |
| Physical Culture..... | 188 | 26,887 |
| True Story..... | 180 | 25,778 |
| Red Book..... | 171 | 24,572 |
| Better Homes & Gardens | 163 | 24,450 |
| Photoplay | 157 | 22,516 |
| Smart Set..... | 155 | 22,216 |
| True Romances..... | 151 | 21,680 |
| Dream World..... | 149 | 21,307 |
| True Detective Mysteries | 146 | 20,878 |
| Boys' Life..... | 91 | 15,600 |
| Motion Picture Magazine. | 108 | 15,519 |
| Sunset | 102 | 14,612 |
| American Boy..... | 84 | 14,390 |
| Secrets | 93 | 13,137 |
| Elks Magazine | 84 | 12,818 |
| Fawcett's | 88 | 12,584 |
| Asia | 83 | 11,952 |
| Picture Play | 59 | 8,507 |
| Success | 55 | 7,947 |
| Film Fun | 51 | 7,313 |

WOMEN'S MAGAZINES

| | Columns | Lines |
|--------------------------|---------|---------|
| Vogue (2 issues)..... | 623 | 108,445 |
| Ladies' Home Journal.. | 509 | 86,605 |
| Woman's Home Comp... | 390 | 66,346 |
| Good Housekeeping..... | 419 | 59,966 |
| Harper's Bazar..... | 330 | 55,552 |
| McCall's | 253 | 43,119 |
| Pictorial Review | 251 | 42,755 |
| Holland's | 165 | 31,175 |
| Delineator | 145 | 24,665 |
| Designer | 133 | 22,692 |
| Modern Priscilla | 131 | 22,270 |
| Farmer's Wife | 121 | 20,724 |
| Woman's World | 106 | 18,049 |
| People's Popular Monthly | 97 | 16,508 |

"The
Publishing
Thrill
that comes once
in a lifetime"

"The first big
unsolicited
advertising
Contract."

"unsolicited
contracts.
no longer
+ thrill "
Walter Drey.

FORBES



Meet the Owner

Not just the captain, the engineer, or the steward, influential as they are, but the owner.

YACHTING gives you a front-door, personal introduction to the men who own the boats, the leaders of finance and industry.

Sell them engines and anchors, of course, but also sell them motor cars and cigarettes, real estate, paintings, and apparel . . . all the tackle for living in what Earnest Elmo Calkins calls "their expensively upholstered world".

There is still space "on the ground floor," and rates are low. May we tell you?

(Applicant for A. B. C.)

Yachting

"Edited by Yachtsmen for Yachtsmen"

25 West 43rd St., New York City

| | Columns | Lines |
|--------------------------|---------|--------|
| Mother's-Home Life ... | 92 | 16,195 |
| Needlecraft | 95 | 16,150 |
| People's Home Journal.. | 90 | 15,370 |
| Today's Housewife | 53 | 8,980 |
| Junior Home Magazine . | 35 | 6,079 |
| Fashionable Dress | 28 | 4,907 |
| Child Life | 34 | 4,904 |
| Mess. of Sac. Heart (pg) | 17 | 3,981 |

GENERAL AND CLASS

| | Columns | Lines |
|--------------------------|---------|--------|
| House & Garden | 522 | 82,556 |
| Town & Country (2 is.) | 399 | 67,097 |
| Country Life | 390 | 65,768 |
| House Beautiful | 333 | 52,692 |
| Vanity Fair | 318 | 50,321 |
| Popular Mechanics (pg) | 183 | 41,004 |
| Arts & Decoration | 237 | 39,858 |
| System | 228 | 32,604 |
| Radio Broadcast | 211 | 31,148 |
| Pop. Science Monthly. | 214 | 30,652 |
| Garden & Home Builder | 197 | 30,426 |
| Normal Instructor..... | 170 | 29,118 |
| Radio News..... | 194 | 28,612 |
| Nation's Business..... | 186 | 27,371 |
| World Traveler | 147 | 23,226 |
| International Studio ... | 113 | 19,087 |
| Field & Stream | 121 | 17,303 |
| Popular Radio (pg.)... | 70 | 15,736 |
| Radio | 101 | 14,907 |
| Science & Invention... | 97 | 14,368 |
| Scientific American... | 75 | 12,878 |
| Outdoor Recreation... | 89 | 12,775 |
| Business | 83 | 11,786 |
| Theatre | 72 | 11,437 |
| Outdoor Life..... | 66 | 9,507 |
| Extension Magazine... | 54 | 9,408 |
| Association Men..... | 52 | 7,280 |
| Radio Age..... | 51 | 7,173 |
| National Sportsman... | 45 | 6,500 |
| The Rotarian..... | 42 | 6,078 |
| Forest & Stream..... | 30 | 4,326 |
| Sportlife | 29 | 4,216 |

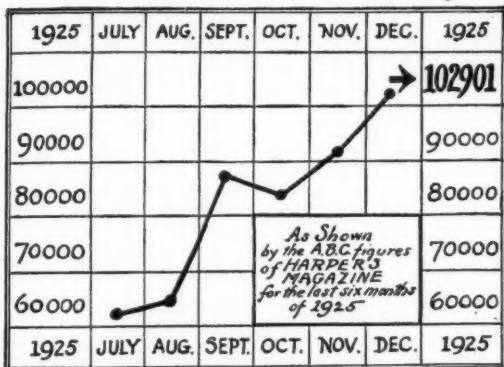
CANADIAN MAGAZINES

| | Columns | Lines |
|--------------------------|---------|--------|
| Maclean's (2 Jan. is.).. | 178 | 31,299 |
| Can. Home Jour. (Jan.).. | 90 | 15,813 |
| West. Home Mo. (Jan.).. | 82 | 14,768 |
| Rod & Gun in Canada.. | 36 | 5,239 |

JANUARY WEEKLIES

| | Columns | Lines |
|-----------------------|---------|--------|
| January 1-7 | | |
| Saturday Evening Post | 234 | 39,901 |
| Forbes (Semi-Mo.) ... | 105 | 16,014 |
| Literary Digest | 76 | 11,584 |
| Liberty | 50 | 8,166 |
| Life | 43 | 6,149 |
| American Weekly | 18 | 4,915 |
| Outlook | 31 | 4,537 |
| Radio Digest | 24 | 4,530 |
| Time | 28 | 4,016 |
| Collier's | 22 | 3,902 |
| Christian Herald | 19 | 3,306 |

This tells the story—



The above chart shows the new (A B C) Net circulation of *Harper's Magazine* is now in excess of

100,000

Three Dollars per Page per Thousand

A rapidly growing circulation of the highest quality with a parallel growth in Advertising Patronage—a gain of

24,506 LINES

of Advertising in the past six Issues

Harpers

MAGAZINE

One of The Quality Group

| | Columns | Lines | | Columns | Lines |
|------------------------|---------|----------------------|---|---------|----------------------|
| Argosy-All-Story (pg.) | 13 | 3,068 | Churchman | 8 | 1,243 |
| Youth's Companion | 16 | 2,791 | Youth's Companion | 4 | 775 |
| Amer. Legion Weekly | 14 | 2,122 | January 29-31 | | Columns Lines |
| Churchman | 12 | 1,703 | Saturday Evening Post | 426 | 72,556 |
| The Nation | 12 | 1,680 | Liberty | 102 | 16,434 |
| Judge | 7 | 1,010 | Literary Digest | 93 | 14,177 |
| New Republic | 6 | 882 | American Weekly | 37 | 10,268 |
| January 8-14 | | Columns Lines | Collier's | 39 | 6,676 |
| Saturday Evening Post | 624 | 106,105 | Radio Digest | 20 | 3,807 |
| Liberty | 131 | 21,123 | Christian Herald | 19 | 3,281 |
| Literary Digest | 101 | 15,415 | Churchman | 15 | 2,237 |
| American Weekly | 34 | 9,496 | Amer. Legion Weekly | 14 | 2,119 |
| Collier's | 54 | 9,276 | Judge | 8 | 1,227 |
| Christian Herald | 39 | 6,692 | Argosy-All-Story (pg.) | 4 | 984 |
| Time | 36 | 5,091 | Totals for January | | Columns Lines |
| Outlook | 31 | 4,483 | Saturday Evening Post | 2000 | 340,151 |
| Life | 29 | 4,262 | Liberty | 514 | 82,759 |
| Radio Digest | 20 | 3,790 | Literary Digest | 472 | 71,750 |
| Amer. Legion Weekly | 19 | 2,855 | American Weekly | 141 | 38,623 |
| The Nation | 19 | 2,730 | Collier's | 221 | 37,587 |
| Judge | 18 | 2,653 | Forbes (Semi-Mon.) | 225 | 34,307 |
| Youth's Companion | 14 | 2,434 | Christian Herald | 124 | 21,000 |
| Argosy-All-Story (pg.) | 8 | 2,002 | Time | 147 | 20,600 |
| Churchman | 10 | 1,414 | Radio Digest | 101 | 19,051 |
| New Republic | 6 | 882 | Life | 130 | 18,711 |
| January 15-21 | | Columns Lines | Outlook | 101 | 14,504 |
| Saturday Evening Post | 384 | 65,444 | Amer. Legion Weekly | 85 | 12,304 |
| Liberty | 136 | 21,993 | The Nation | 66 | 9,345 |
| Forbes (Semi-Mon.) | 120 | 18,293 | Argosy-All-Story (pg.) | 41 | 9,315 |
| Literary Digest | 101 | 15,363 | Youth's Companion | 49 | 8,489 |
| American Weekly | 30 | 8,322 | Judge | 58 | 8,311 |
| Collier's | 47 | 8,029 | Churchman | 58 | 8,190 |
| Time | 46 | 6,555 | New Republic | 34 | 5,071 |
| Life | 29 | 4,167 | RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS | | Columns Lines |
| Christian Herald | 23 | 4,039 | 1. Vogue (2 issues)... | 623 | 108,445 |
| Radio Digest | 19 | 3,563 | 2. Ladies' Home Journal | 509 | 86,605 |
| Amer. Legion Weekly | 20 | 2,951 | 3. House & Garden... | 552 | 82,556 |
| Outlook | 19 | 2,800 | 4. Town & Cntry. (2 is.) | 399 | 67,097 |
| Youth's Companion | 14 | 2,489 | 5. Woman's Home Com. | 390 | 66,346 |
| The Nation | 16 | 2,310 | 6. Country Life | 390 | 65,768 |
| Judge | 12 | 1,744 | 7. Good Housekeeping... | 419 | 59,966 |
| Churchman | 11 | 1,593 | 8. Harper's Bazar... | 330 | 55,552 |
| New Republic | 10 | 1,543 | 9. House Beautiful | 333 | 52,692 |
| Argosy-All-Story (pg.) | 6 | 1,536 | 10. Vanity Fair | 318 | 50,321 |
| January 22-28 | | Columns Lines | 11. American | 314 | 45,051 |
| Saturday Evening Post | 330 | 56,145 | 12. McCall's | 253 | 43,119 |
| Literary Digest | 100 | 15,211 | 13. Pictorial Review | 251 | 42,755 |
| Liberty | 93 | 15,043 | 14. Pop. Mechanics (pg) | 183 | 41,004 |
| Collier's | 57 | 9,704 | 15. Arts & Decoration | 237 | 39,858 |
| American Weekly | 20 | 5,622 | 16. Cosmopolitan | 243 | 34,864 |
| Time | 35 | 4,938 | 17. System | 228 | 32,604 |
| Life | 28 | 4,133 | 18. Maclean's (2 Jan. is.) | 178 | 31,299 |
| Christian Herald | 22 | 3,782 | 19. Holland's | 165 | 31,175 |
| Radio Digest | 18 | 3,361 | 20. Radio Broadcast | 211 | 31,148 |
| Outlook | 18 | 2,684 | 21. Pop. Science Mo... | 214 | 30,652 |
| The Nation | 18 | 2,625 | 22. Garden & Home Bldr | 197 | 30,426 |
| Amer. Legion Weekly | 15 | 2,257 | 23. Normal Instructor | 170 | 29,118 |
| New Republic | 12 | 1,764 | 24. Radio News | 194 | 28,612 |
| Argosy-All-Story (pg.) | 7 | 1,725 | 25. Nation's Business | 186 | 27,371 |
| Judge | 11 | 1,677 | | | |

It may
which fu
or its st
fully st
tions; g
element
Archite
ching o
ness and
joy to
great a
the des
thrill to

But the
itself is
which m
tural ge
out and
grounds

GARD

Lines
1,243
775
Lines
2,556
6,434
4,177
0,268
6,676
3,807
3,281
2,237
2,119
1,227
984

Lines
1,151
759
750
623
587
307
000
600
051
711
504
304
345
315
489
111
90
71
12-

8
45
05
56
97
16
6
2
2
1
1
9
5
4
3
8
9



What Makes an Architectural Gem

It may be its color which first strikes you; or its style or its carefully studied proportions; for all of these elements make an Architectural Gem; a thing of appropriateness and beauty; a real joy to the owner; a great satisfaction to the designer; a visual thrill to its beholder.

But the exterior structure itself is only a part of that which makes an architectural gem. The color, layout and detail of both the grounds about the house



and the furnishings within must be studied just as carefully as the structure itself. Exterior, interior and garden are literally one, and the problem of their proper relation to each other is solved for the readers through text and pictures.

Today the servant question is a real problem, and the small house is the answer.

Specializing on the small house and with the help of a group of representative architects, Garden & Home Builder is endeavoring to solve the small house problem, besides presenting in the magazine a series of architectural gems.

This forms a really great background for manufacturers of all fine building materials, furnishings and equipment

GARDEN & HOME BUILDER

DOUBLEDAY, PAGE & COMPANY, Publishers

GARDEN CITY NEW YORK CITY BOSTON CHICAGO SANTA BARBARA

Garden & Home Builder is a Member of the Class Group



FOUR-YEAR RECORD OF FEBRUARY ADVERTISING

GENERAL MAGAZINES

| | 1926 | 1925 | 1924 | 1923 | Totals |
|-------------------------------|---------|---------|---------|---------|-----------|
| American | 45,051 | 44,449 | 45,243 | 40,786 | 175,529 |
| Physical Culture | 26,895 | 34,607 | 33,291 | 32,474 | 127,267 |
| Maclean's (2 Jan. issues).... | 31,299 | 29,324 | 30,430 | 26,425 | 117,478 |
| †Cosmopolitan | 34,864 | 27,984 | 27,535 | 23,444 | 113,827 |
| Red Book | 24,572 | 22,174 | 29,734 | 27,698 | 104,178 |
| Review of Reviews..... | 26,633 | 23,821 | 24,726 | 26,915 | 102,095 |
| Photoplay | 22,516 | 22,323 | 24,725 | 20,748 | 90,312 |
| World's Work | 22,419 | 19,135 | 23,072 | 22,601 | 87,227 |
| Atlantic Monthly | 18,655 | 18,239 | 17,264 | 20,348 | 74,506 |
| Motion Picture Magazine.... | 15,519 | 16,547 | 16,204 | 16,326 | 64,596 |
| Harper's | 18,141 | 13,737 | 15,930 | 15,811 | 63,619 |
| Scribner's | 16,421 | 13,232 | 14,924 | 17,149 | 61,726 |
| American Boy | *14,390 | *14,783 | 16,693 | 9,800 | 55,666 |
| Sunset | 14,612 | 12,363 | 12,886 | 11,290 | 51,151 |
| Success | 7,947 | 13,530 | 13,413 | 12,727 | 47,617 |
| Boys' Life | 15,600 | 12,672 | 10,402 | 6,039 | 44,713 |
| Century | 4,032 | 7,056 | 11,088 | 13,092 | 35,268 |
| Munsey's | 6,608 | 3,654 | 6,244 | 4,524 | 21,030 |
| Everybody's | 4,115 | 5,024 | 6,191 | 3,910 | 19,240 |
| St. Nicholas | 3,808 | 3,696 | 4,480 | 4,368 | 16,352 |
| | 374,097 | 358,530 | 384,475 | 356,475 | 1,473,397 |

*New size. †Hearst's combined with Cosmopolitan.

WOMEN'S MAGAZINES

| | | | | | |
|-----------------------------|---------|---------|---------|---------|-----------|
| Ladies' Home Journal..... | 86,605 | 83,821 | 89,733 | 76,614 | 336,773 |
| Vogue (2 issues) | 108,445 | 82,796 | 75,944 | 66,868 | 334,053 |
| Good Housekeeping | 59,966 | 58,726 | 47,822 | 47,821 | 214,335 |
| Woman's Home Companion.. | 66,346 | 52,160 | 47,744 | 45,281 | 211,531 |
| Pictorial Review | *42,755 | *42,945 | 62,000 | 54,106 | 201,806 |
| Harper's Bazar | 55,552 | 47,411 | 43,447 | 36,167 | 182,577 |
| McCall's | *43,119 | *31,672 | *40,113 | 43,084 | 157,988 |
| Delineator | 24,665 | 31,130 | 28,766 | 30,343 | 114,904 |
| Designer & Woman's Mag... | 22,692 | 29,215 | 25,090 | 26,059 | 103,056 |
| Modern Priscilla | 22,270 | 26,520 | 22,316 | 26,690 | 97,796 |
| Woman's World | 18,049 | 17,887 | 20,358 | 21,392 | 77,686 |
| People's Popular Monthly .. | 16,508 | 18,431 | 19,426 | 18,296 | 72,661 |
| People's Home Journal..... | 15,370 | 18,014 | 21,555 | 17,340 | 72,279 |
| Needlecraft | 16,150 | 16,235 | 16,065 | 13,260 | 61,710 |
| Mother's Home Life | 16,195 | 15,621 | 12,840 | 10,472 | 55,128 |
| | 614,687 | 572,584 | 573,219 | 533,793 | 2,294,283 |

*New size.

CLASS MAGAZINES

| | | | | | |
|-----------------------------|---------|---------|---------|---------|-----------|
| House & Garden | 82,556 | 71,125 | 70,513 | 66,434 | 290,628 |
| Town & Country (2 Iss.).... | 67,097 | 58,020 | 53,162 | 53,139 | 231,418 |
| Country Life | *65,768 | *50,568 | 41,832 | 37,296 | 195,464 |
| House Beautiful | *52,692 | *46,163 | 33,265 | 27,519 | 159,639 |
| Popular Mechanics | 41,004 | 40,640 | 38,080 | 32,592 | 152,316 |
| Vanity Fair | 50,321 | 34,487 | 33,563 | 30,861 | 149,232 |
| System | 32,604 | 31,240 | 34,592 | 33,048 | 131,484 |
| Popular Science Monthly.... | *30,652 | *35,958 | *33,412 | 24,823 | 124,845 |
| Arts & Decoration | 39,858 | 23,814 | 22,680 | 34,479 | 120,831 |
| Nation's Business | 27,371 | 23,622 | 21,091 | 20,316 | 92,400 |
| Field & Stream | 17,303 | 19,405 | 18,590 | 16,056 | 71,354 |
| Science & Invention | 14,368 | 15,284 | 21,192 | 16,112 | 66,956 |
| Theatre | 11,437 | 12,935 | 15,642 | 14,394 | 54,408 |
| Scientific American | 12,878 | 13,725 | 13,912 | 11,476 | 51,991 |
| Outdoor Recreation | 12,775 | 12,670 | 14,226 | 11,665 | 51,336 |
| Outdoor Life | 9,507 | 10,646 | 11,080 | 10,916 | 42,149 |
| National Sportsman | 6,500 | 8,306 | 10,775 | 12,188 | 37,769 |
| Forest & Stream | 4,326 | 4,654 | 8,737 | 7,938 | 25,655 |
| | 579,017 | 513,262 | 496,344 | 461,252 | 2,049,875 |

*New size.

†Changed to four-column page.

WEEKLIES (5 January Issues)

| | | | | | |
|----------------------------|---------|---------|----------|----------|-----------|
| Saturday Evening Post | 340,151 | 305,970 | *222,698 | *203,873 | 1,072,692 |
| Literary Digest | 71,750 | 63,170 | *58,827 | *59,688 | 253,435 |
| American Weekly | 38,623 | *42,376 | *54,008 | *42,438 | 177,445 |
| Colliers | 37,587 | 29,727 | *23,202 | *23,343 | 113,859 |
| Forbes (2 issues) | 34,307 | 25,536 | 19,818 | 15,621 | 95,282 |
| Outlook | *14,504 | *17,827 | 17,248 | 26,895 | 76,474 |
| Christian Herald | 21,100 | 19,387 | *17,257 | *16,480 | 74,224 |
| Life | *18,711 | 17,108 | 17,664 | *15,879 | 69,362 |
| | 576,733 | 521,101 | 430,722 | 404,217 | 1,932,773 |

‡ 4 issues.

Grand Total2,144,534 1,965,297 1,884,760 1,755,737 7,750,328

Scribner's

*-in Scribner's-always
the best of the new
writers--first*



*Michael Pupin made long-distance telephoning practicable
—is responsible for six of the nine basic radio inventions
—interprets spirit of religion in science.*

Pupin says science is making religion reform

The man whose inventions in telephony and radio mean convenience and pleasure for millions, makes startlingly clear the issues in the present controversy. "The New Reformation," in the February Scribner's Magazine, will be much discussed in the pulpits of the nation.

Articles Short and Sharp
Stories Amusing and Exciting
Illustrations Unusual

BUY the FEBRUARY SCRIBNER'S

*It's an almost every day occurrence
for Scribner's Magazine to be asked
to recommend "the right school"*

ONE OF THE QUALITY GROUP

The Little Schoolmaster's Classroom

WHERE can we get an advertising angle that will take our selling presentation out of the ordinary?

The Schoolmaster has been asked this question more times than he can remember and has tried to answer it with varying degrees of success. As he now contemplates an interesting display plan used by the Lincoln Motor Company, he gains another stock reply to add to his list. This is: "Go to nature."

Visitors at the Automobile Salon in the Commodore Hotel, New York, (which later was duplicated in the Drake Hotel, Chicago,) were impressed by some Lincoln cars painted in colors. Alongside each car was an artistically executed panel of a bird bearing the same colors. At first sight it seemed that here was a pleasing decorative scheme built by somebody of esthetic tastes with an eye for accurate color harmony.

But there was much more than this involved. It was advertising that became singularly effective as its full significance was grasped.

In preparation for the Salon exhibits the Lincoln company wanted to show something outstanding in the way of color. It made a careful study of birds in the collection of the American Museum of Natural History. Twelve birds having the loveliest plumage and the most striking color contrasts were selected and months of effort were put forth in endeavoring to match on a Lincoln car the color scheme of each bird. The birds suggested entirely new ideas in the grouping of the colors.

A striking color drawing of a Brazilian oriole was shown, for example. Next to it was a semi-collapsible Lincoln coupe painted in a rich contrast of orange and black matching the main colors in the bird. The Chinese jay, the yellow woodpecker, the red chatterer, the Indian roller and other birds were used in a similar manner.

It may place quite a burden on the imagination to think of any quantity of automobiles being painted after the color scheme of birds. But anyway the Lincoln company gave the atmosphere of "something different" to its exhibit.

A proposition of this kind has its elements of danger. If the thing is not done exceedingly well it had better not be done at all. Much time and money had to be expended before the Lincoln idea was ready for presentation. Famous painters were employed to paint pictures of the birds from the stuffed models in the museum and then to carry forward the extensive experiments necessary for conveying the colors to the cars.

* * *

Claude C. Hopkins has told the Schoolmaster an interesting story about beer—which was once a legitimate article of commerce. The story is repeated here because it illustrates a merchandising principle that some advertisers seemingly do not know or at least do not know sufficiently.

Mr. Hopkins, then with the advertising agency of Lord & Thomas, got the Schlitz beer account. He set out to find some reason-why talking point that he could set forth in the Schlitz advertising that would induce people to buy that brand.

The chief argument in behalf of most leading beers in that dead and gone period was their purity. If all beer was pure, then it appeared that something more than a mere reiteration of this argument would be necessary to get a larger number of customers to turn to Schlitz.

Mr. Hopkins went to a brewing school and took some lessons in making beer. With this knowledge as a background, he went through the Schlitz brewery to find something tangible upon which he could base his advertising.

Naturally he was impressed

O U T L O O K S

IN the canyon of lower Broadway at the corner of Worth Street our clients, Lustberg, Nast & Co., Inc., sell Buck Skein Shirts and Jackets and plaid Buck Jack Jackets for sport and work out of doors.

The increasing informality of clothing is one of the most interesting tendencies of the present time. When the same patterns of flannel jackets are shipped to the lumber camp and to mountain and seashore resorts, True Democracy seems almost to have arrived.

These colorful well made shirts and jackets are irresistible alike to college boy and lumberjack. Full of the spirit of hard work and hard play, these jackets are built so that neither one can hurt them. It is no wonder they appeal so strongly to many types of wearers.



CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*

50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

EVENING HERALD
LARGEST DAILY
CIRCULATION
IN THE
ENTIRE WEST!

A circulation concentration of
 96% in Los Angeles and
 immediate suburbs!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
 6 North Michigan Ave., Chicago, Ill.
 H. W. McInerney, 604 Times Bldg., New York
 A. J. Norris Hill, 710 Hearst Bldg., San
 Francisco, Calif.

Est. 1873

A. B. C.

American Lumberman

CHICAGO, ILL.

112 to 138 pages per issue.
 52 times a year.

YOUR PRODUCT
 will find its market in the
CHURCH FIELD
 through the preachers' trade journal
THE EXPOSITOR

710 Caxton Building, Cleveland, Ohio
 17 West 42nd Street, New York
 37 South Wabash Avenue, Chicago
 Sample and rate card on request.

 **Howell**
Cuts 
 for house organs
 direct mail and
 other advertising
 ask for proofs
 Charles E. Howell • Fifth Building • New York

Mailing Lists
 Will help you increase sales
 Send for FREE catalog giving
 counts and prices on classified
 names of your best prospective
 customers - National, State
 and Local - Individuals, Pro-
 fessionals, Business Concerns.
 99% GUARANTEED 5¢ each
 by refund of
ROSS-Gould Co. 344N. 10th St. St. Louis

with the absolute and almost pain-
 ful cleanliness of the place. He
 remarked to the president of the
 company that of course the water
 used in the brewing was taken
 from the lake.

"Oh no," the president replied,
 "lake water isn't good enough for
 us. We pump the water from our
 own well, which is 2,500 feet deep."

The deep well was made the
 feature of Schlitz "reason-why"
 advertising. Eventually it brought
 up the sales volume of that com-
 pany to second place in the
 country's list.

After the campaign had been
 running for some time, Mr. Hop-
 kins had lunch in New York one
 day with one of the country's
 leading magazine and newspaper
 publishers. The latter related that
 on a train a short time previously
 he had read one of the Schlitz
 advertisements.

"As you know," he said, "I do
 not drink beer and have no use
 for it. I never have allowed any
 liquor advertising in any of my
 publications. But your argument
 in behalf of Schlitz was so allur-
 ing and apparently unanswerable
 that then and there I ordered a
 bottle of the beer."

The net of the whole proposition
 seems to be that there has to be,
 or at least ought to be, a theory
 as the foundation for every sell-
 ing effort. It is not enough to ask
 people to buy a thing because it is
 good, pure, strong, wonderful or
 anything else. This kind of talk,
 reduced to its lowest terms, is
 little more than an appeal from a
 manufacturer for people to buy his
 merchandise because he needs the
 money.

* * *

Codes of ethics probably have
 their place in industry, but pre-
 cisely what the place is, the

Photostats !!!

of any subject -
 By Photographers
 Fast Messenger Service

PACH BROS.

28 West 44th St. Murray Hill 2597





*B*ELIEVING that there is plenty of room in the advertising business for an agency that will render honest counsel and service to a limited number of non-competitive clients, a group of men who enjoy enviable reputations for their respective abilities, have joined hands to found this company.

We wish to take this opportunity of thanking our many friends and clients who have helped to make this possible.



L. JAY HANNAH & COMPANY
TRIBUNE TOWER · CHICAGO

A SQUARE PEG AND A ROUND HOLE

do not make a good combination.

—In premium advertising each line of business should have a plan especially adapted to its needs.

—Each client's business is carefully studied by us and a system worked out that fits its peculiar requirements.

—An experience of 25 years qualifies us to give advice along premium lines. Without obligation on the part of those asking, we will answer questions and mail explanatory booklets to responsible concerns who state the nature of their business.

THE PREMIUM SERVICE CO., INC.
199 Franklin Street New York

Are you the man?

—we want as assistant general sales manager of one of the largest tea importing and coffee roasting houses on the Pacific Coast?

If you are the man we have in mind—

(1) You are making good now as an executive in a sales organization. •

(2) You are around 35, with a seasoned training in merchandising to the grocery trade. (A working knowledge of teas and coffees is desirable, but not essential.)

(3) You know how to handle men. And most important of all, you have a vital interest in selling problems.

Give all details in your first letter—such as age, education, experience, past earnings, etc. All in strict confidence.

Address "Z," Box 90, care of Printers' Ink.

Schoolmaster hesitates to say. He is sure, however, that they are not the panacea of trade evils and abuses that some trusting souls believe them to be. For one thing, few of the codes that are adopted so enthusiastically at conventions have any teeth in them. No one is vested with police power. No one is charged with enforcing them. Consequently they uplift no one.

Last fall a certain association in a Western State believed that the adoption of a code of ethics would help to put business in that particular territory on a more profitable and ethical basis. Its members realized that they were lowering their business standards through the practice of a number of methods which ranged all the way from poor sportsmanship to fraud. For three years they had been fighting a price war.

Someone proposed a code of marketing ethics. They drafted one and certainly the convention hall rang with fervor and sincerity as it was read and adopted. One of the trade papers in publishing the story of its birth used the headline "Adopt Code of Marketing Ethics and End Old Price War." Great! The only detail worthy of criticism is the fact that it did not end the price war. Nor did it stamp out the seventeen or eighteen other evils that it catalogued so systematically.

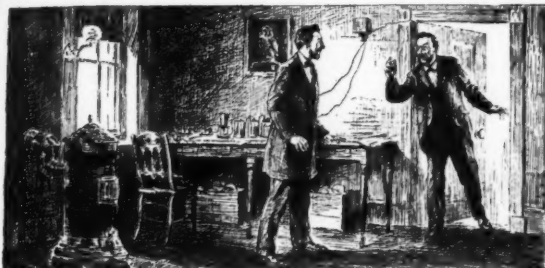
The Schoolmaster waited three months and then wrote to the secretary of the association to learn how effective it had been. "I wish I could honestly tell you

SALESMAN FOR NATIONAL SPORTS MAGAZINE

We want a salesman who is now making good selling advertising to sporting goods manufacturers. There is an excellent opportunity for such a man to cover the New York City and New England territory for one of the leading national sport magazines. Write "C." Box 91, Printers' Ink.

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents
TORONTO MONTREAL WINNIPEG



From One Sentence To Millions

ON MARCH 10, 1876, a single sentence was heard over the telephone. Now, after half a century, 50,000,000 conversations are heard each day.

"Mr. Watson, come here; I want you," spoken by Alexander Graham Bell, the inventor, was the first sentence.

His first crude instruments had been tested by sounds and single words; the patent had been granted; the principle was established from which a world of telephones has since resulted. But at that time the telephone had not proved its practical usefulness—its power to command.

Bell's words, electrically transmitted over a wire, brought his assistant from another part of the building. And with his coming, the telephone became a dynamic factor in human affairs.

Since that first call untold millions of sentences have been heard over the telephone. Men have traveled vast distances in answer to its calls. The wheels of great industrial enterprises have turned at its commands. Everything that man can say to man has been carried to a distance over its wires, and the thoughts and actions of nations have been influenced through its use.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

BELL  SYSTEM

IN ITS SEMI-CENTENNIAL YEAR THE BELL SYSTEM LOOKS FORWARD TO CONTINUED PROGRESS IN TELEPHONE COMMUNICATION

Exceptionally Able

COPYWRITER

or

Advertising Manager

Available, by choice, March 1st

Forceful writer who can visualize his reader and talk in language he understands; who has written successful national campaigns on a wide variety of products; who can plan, and, if need be, service; who "roughs" layouts, and knows media and "the mechanics"; in short, one who is adequately qualified, from "4A" experience and past accomplishments, to step into an important place on the copy staff of a large agency, or become copy and production head of smaller organization, or assume full advertising direction for medium-sized manufacturer with high-grade product. Address "U," Box 234, Printer's Ink.

FIFTEENTH YEAR**CLUB MEMBERS OF NEW YORK**

This attractive medium for institutional advertising, just issued, containing names of forty-four thousand prominent men and women club members, on display at principal clubs.

For rates and information, address—**Secretary. CLUB MEMBERS OF NEW YORK, 51 East 42d Street, New York.**

Get This Instant Use

Send 10 two cent stamps today for copy of descriptive circular of our 26 standard chart forms. Also full size samples of our four best sellers.

BUSINESS CHARTING INSTITUTE
1804 Tribune Tower Chicago, Ill.

All Geographic and Time Unit forms including State Outline Maps by Counties; uniform Standard I. P. binder size.

Chart Stationery

A Proof Sheet Of 20 Different Styles Of Lettering Write For It!

GACH

for **LETTERING**
an **DESIGN** at
"SPARE-TIME" prices!

304 OCEANVIEW AVE BROOKLYN, N. Y.

Multigraph Ribbons Re-inked**Our****SAFETY**

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

that the code was really effective," he replied. "When price wars are in evidence, when the jobbers are getting punished, when they need help, they accept the code of ethics and it becomes their Bible. But when normalcy is established, their avarice for a little more business dulls their finer sense of ethical merchandising and they backslide."

Business executives might get one worth-while lesson from this experience. That is not to make a man or a system responsible for certain results unless the authority to get those results is granted. For trade and industrial associations the moral might be: Don't fool with codes of ethics unless you have a Mussolini in your midst.

H. D. Bennett, President, Toledo Scale Company

H. D. Bennett has purchased an interest in the Toledo Scale Company, Toledo, Ohio, and has been elected president. He succeeds the late Henry Theobald. At one time Mr. Bennett was with the sales and advertising department of the Studebaker Corporation of America.

W. C. Gookin, general sales manager, is now second vice-president. O. C. Reeves, general factory superintendent since 1905, was elected first vice-president.

E. J. Stewart with Alfred N. Williams Company

Edwin J. Stewart, formerly of the Andrew Cone General Advertising Agency, Inc., New York, has been appointed director of the real estate division of the Alfred N. Williams Company, also of New York, advertising service.

Passaic "News" Advances H. F. Buonocore

Henry F. Buonocore has become advertising manager of the Passaic, N. J., *Daily News* and not the Newark *Evening News*, as previously reported. Eugene W. Farrell is business and advertising manager of the Newark *Evening News*.

Feb. 11, 1926

Classified each in cents.

BUSINESS
Printers' Mod. A
Conner F.

WILL B
vertising National
general i
Box 882,

FOR SALE
let public
growing c
showing c
account
details by

Rochester
Papers w
or Agency
represent
Territory
trict. V

Adve
If you
cate wi
tions Se
1841 Br

P
to establ
Location
held co
899, Pa

FOR S
perous
lished c
reputati
ticular c
Florida
splendid
can pos
don't "

derful p
the bus
both in
to sell
made a
to quit
should
come o
terms v
will be
referen
liable
Address
Box 8
York C

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers'-Bookbinders' Outfitters Modern Cut-Cost Equipment Also Rebuilt Machinery

Conner Fendler Branch, A. T. F. Co.,
New York City

WILL BUY controlling interest in advertising agency located in New York—National or Local principles only—Give general idea of business. Confidential. Box 882, Printers' Ink.

FOR SALE—Splendid little weekly booklet publication in one of Florida's fastest growing cities. Established two years and showing fine profit. Owner forced to sell account pressure other business. Full details by writing. Box 870, P. I.

Rochester Representative of Trade Papers wants to associate with Publisher or Agency desiring intelligent part time representation in the New York State Territory excluding Metropolitan District. Write Box 881, Printers' Ink.

Advertising Promotion

If you want more business, communicate with the International Publications Service, Incorporated, Suite 1004, 1841 Broadway, New York City.

PARTNER WANTED

to establish new advertising agency. Location: New York. Answers held confidential. Reference. Box 899, Printers' Ink.

FOR SALE—A live, progressive, prosperous printing plant in Florida, established over twenty years and has the reputation of doing good work for particular customers. It is located in South Florida's largest and best city, has a splendid equipment, all the business it can possibly handle and a clientele that don't "shop" for prices. With the wonderful prosperity now existing in Florida the business can be rapidly increased both in volume and profit. Owner desires to sell for the simple reason that he has made all the money he needs and wants to quit. A price will be named that should yield the buyer a remarkable income on his investment. Any reasonable terms will be considered, but no inquiries will be answered unless accompanied by references to show that parties are reliable and in position to talk business. Address inquiries to Florida Printer, Box 872, care of Printers' Ink, New York City, N. Y.

A Florida Opportunity—Will sell controlling interest in established job and publication plant, which includes ownership of oldest farm magazine in Florida. This includes manager's job at good salary. Easy terms. Box 360, Jacksonville, Fla.

HELP WANTED

Organization or Salesman to Contract, on commission basis, to sell 75,000 gallons a year of high grade Flat Wall Paint and Enamel. Address Box 884, Printers' Ink.

A Retail Optical House in New York City requires the spare time services of an advertising man, experienced in the optical business. State experience and terms. Box 886, Printers' Ink.

Advertising Man—Active man for high-class Trade Journal. Good local field of prospects and some traveling. Salary and commission. Experience necessary. Address, stating age, experience, Box 874, P. I.

WANTED—By live wire Advertising Agency in Florida two good copy men who know their stuff. We can also use a layout man. Box 871, Printers' Ink, stating experience, salary expected, etc., all in first letter.

Advertising Manager for leading printing establishment in good sized Illinois town. Young man who can originate advertising matter and plan campaigns for prospective clients and sell them. \$2,000—\$4,000 and bonus. Brown Employment Agency, 7 West 42nd St., N. Y.

PRINTING—Assistant in estimating department large color printing and engraving corporation located near Jamaica, N. Y.; typewriting and accuracy at figures essential; stenography advantage; state experience, age, religion, references. exceptional opportunity. Box 873, P. I.

POSITION OPEN FOR HIGH CLASS LETTERING ARTIST

Send samples for approval and state salary expected. Work produced by our men is now appearing in national publications.

THE AD DESIGN STUDIOS CO.
Schmidt Bldg. Cincinnati, Ohio

Salesman to Cover a Territory from the Chicago Office of a national magazine. Man 25 to 35 with successful experience in selling general advertising or building, radio, hardware or automotive advertising has best chance to qualify. Give full experience and salary you have been making. Box 900, Printers' Ink.

BRANCH MANAGER

Splendid opportunity for a man with sales and executive experience to manage a branch of a well known Eastern manufacturer, selling direct to the dealer a nationally advertised product that repeats throughout the year. Must be qualified to direct sales activities of sales force and manage office and warehouse activities. In answering give full particulars as to age, experience, and salary expected, sending photograph with application. Box 885, P. I.

ADVERTISING MANAGER

A Chicago department store wants a young sales and advertising manager who has initiative and is resourceful. He must be a producer—a builder of sales. He must like hard assignments for ours are all of that. To the man who can qualify we offer a permanent connection with advancement commensurate with his ability. Only those who have actually managed sales and advertising for department stores of recognized size need apply. Explain fully past experience. State age and salary expected. Your reply will be treated confidentially. Box 890, Printers' Ink, Chicago.

Wanted: Layout Man—Artist for one of the largest printing plants in St. Paul, Minnesota, producing high quality direct-mail advertising printing. This man should know how to secure good results from type; should be able to make up dummies for salesmen to present to customers; and to supervise production of art work and typography. A knowledge of merchandising and advertising would help him in originating booklets, catalogues and other direct-mail advertising that will produce results. We will make appointment for interview in Chicago. Brown-Blodgett Company, University & Wheeler Aves., St. Paul, Minnesota.

MISCELLANEOUS

WINDOW DRESSING

An excellent course for shop owners and all retail store workers. Tuesday and Thursday evenings at 7:30. Class limited; call, phone, or write for full information. Y. M. C. A. School of Window Dressing, 154 East 86th St., Lenox 6051.

AD-MAN'S LIBRARY Wanted

We are interested in purchasing a complete library of business books dealing especially with advertising, merchandising, sales promotion, etc. If you have a well-stocked "Dope File" we could use that, too. When replying, please give as full information as possible. Box 888, P. I.

ONE Late Model Multi-Color machine, complete with motor. Write Wisconsin News, Milwaukee, Wis.

POSITIONS WANTED

YOUNG MAN, three years' experience in advertising department of National advertiser, desires position with reputable firm as detail man. Box 891, Printers' Ink.

RESEARCH MANAGER

seeks change. Insurance experience. College education, pleasing personality. Desires connection with accepted agency. Box 876, Printers' Ink.

PRODUCTION MAN

(29) will handle complete details, estimating costs, also ideas, layouts, copy, direct mail, sales promotion. Will be available shortly. Box 896, P. I.

Young Man, 21—Advertising Solicitor, both classified and display, seeks position. A producer; especially on features. Salary \$40. Full of pep, enthusiasm, ambition. Also do stenography, typing. Box 895, P. I.

A NEW COMER

Young man, 27, eager to make good at advertising. No experience. Likes to draw second only to writing. Good education. Salary secondary. Box 897, P. I.

COPY WRITER

NOW WITH N. Y. AGENCY

Desires change. Age 26. Box 878, P. I.

Artist—Experienced in layout, illustration, decoration and lettering. All mediums. Abundant ideas. Agency and printing house experience. Young woman desires change to place where demands equal her ability. Box 883, P. I.

Advertising Accountant. Thoroughly experienced in general work; expert on all advertising bookkeeping methods. Two years with large publishing house. Desires change. Ready to step into any agency or publishing house. Box 879, P. I.

"HAGGARDISMS"

When written words "ring true," get ready for the order taker. When they don't, get ready for the undertaker. J. M. Haggard, Advertising Writer, 303 Fifth Avenue, New York.

PRODUCTION MAN

seeks position with New York publishing house or agency. Expert on engraving, printing, typography, layouts, make-up, copy. Five years' experience. Box 898, Printers' Ink.

SALES PROMOTION MAN

I can help you increase the sale of your products through newspaper and magazine advertising, direct-mail and sales letters. I am 26, single, and have had 9 years' experience in this line of work with various manufacturing concerns. Thoroughly experienced in the purchasing of space, printing, engravings, art work and the compilation of statistics. At present employed. Salary, \$60 week. Address Box 869, Printers' Ink.

Multi-Color
motor.
Milwan-

D

experience
National
with repu-
Box 893,

R.
nce. Col-
ity. De-
agency.

ils, esti-
s, copy,
Will be

olicitor,
osition.
Salary
tribution.
5, P. I.

good
akes to
P. I.

R

P. I.

stra-
medi-
rint-
de-
ands

ex-
all
Two
De-
any
P. I.

get
ey
cr.
03

N

b-
i-
.

Feb. 11, 1926

Mailing Manager or Assistant—Young man, thoroughly familiar with every angle of mailing business. Knows zoning and post office requirements thoroughly. Wish to make change where there will be greater chance for advancement. Box 892, Printers' Ink.

Young man wants Detail Work, Mechanical Work, Any Work in agency or advertising department. Twenty-one. Four years' experience in newspaper publishing office. Ambitious, energetic and 100% dependable. Salary requirement modest. Box 877, Printers' Ink.

ADVERTISING ASSISTANT

I want a real job wherein I can use my four years of agency and publishing experience, which embraces copy, layouts and production details. I'm college trained, 24, single and can help one particular advertising manager in no uncertain manner. Box 889, Printers' Ink.

Circulation Man Available

College education; trade paper experience. Age 27. Familiar with A. B. C. Anxious to locate with reliable paper as assistant or circulation manager. Able to produce in either capacity. Box 875, Printers' Ink, Chicago.

Advertising Manager now employed is looking for connection with wide awake newspaper. Over twelve years' experience in advertising. Age thirty-two. Have always been able to show very satisfactory increase in lineage. Am a real business getter. Now employed as advertising manager on one of Ohio's leading newspapers, could be available March first. Best of references. Box 887, P. I.

Copy and Contact

for some agency which has not outgrown the touch of personality, here is a copy and contact man who is a co-operator, but not a "yes-man." He values his adaptability, and wants room to make full use of it.

All-around experience in advertising department of prominent national advertiser and has sold both goods and service. Age 30. College man. Earning possibility wanted. \$3500-\$4500. Box 894, P. I.

This Might Interest You

I am a free lance designer of clever Greeting Cards—steel die or other methods—and similar work requiring dainty treatment.

Perhaps I can be of use to you in the preparation of slick little labels, bits of especially good lettering or design or the like.

Understand; I'm no novice, I know my business thro' years of experience. While I don't know it all, I know a whole lot and seek the opportunity of proving it.

I believe that you will be agreeably surprised at what I can do for you and I'm well worth trying—once anyway. Box 880, Printers' Ink.

WE CONNECT THE WIRES

WHEN YOU NEED MEN OR WOMEN FOR ADVERTISING WORK, CONSULT US. We comb the field constantly, rejecting the weak, thoroughly investigating the strong. Study the information we submit, select one or two promising applicants, and arrange interviews. It will save your time.

NO CHARGE TO EMPLOYERS SINCE 1898

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LDG., SPRINGFIELD, MASS.

FREE LANCE. Capable young advertising executive working part time seeks connections with manufacturers (any line). Duties include: Systematizing Advertising Department—Planning Direct-by-Mail and Magazine campaigns—Sales Letter writing—Handling follow-up Sales Promotional correspondence, also care of Mailing Lists. A practical and economical plan worth investigating. References and samples will demonstrate ability. Location: New York City or vicinity. Interview arranged. Write Box 891, P. I.

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

Printers' Ink Publishing Co.
185 Madison Ave. New York

Table of Contents

NEW YORK, FEBRUARY 11, 1926

| | | |
|---|----------------------|-----|
| Is Turnover of Salesmen a Blessing?..... | C. C. Casey | 3 |
| Co-operative Advertising Campaign on Electric Refrigerators..... | | 10 |
| Merchandising Lessons Taught by Prosperity..... | Ralph Van Vechten | 17 |
| Fuller Advertises Its Nation-Wide Laboratory..... | Everett R. Smith | 25 |
| We Can't Always Prove the Sum, Mr. Hopkins..... | S. Roland Hall | 33 |
| How to Distribute Retail Sales Manuals..... | Ruth Leigh | 49 |
| Every Letter Deserves an Answer..... | Roy Dickinson | 57 |
| What the German Cartels Are Doing Today..... | Richard Eldridge | 69 |
| Advertising to Lower the Cost of Farm Insurance..... | | 77 |
| Why Do Salesmen Go Over My Advertising Manager's Head?..... | | 81 |
| Shirt-Sleeve Salesmanship..... | W. R. Heath | 89 |
| Radio Copy Is Due for a Change..... | Albert E. Haase | 97 |
| And Now, as to Headlines..... | Allen T. Moore | 106 |
| When the Industrial Staple Is Changed into a Specialty..... | | 117 |
| How a Booklet Advertises Itself..... | | 120 |
| First Impressions in an Advertising Agency..... | George Field | 123 |
| Public Knowledge of High Earning Power..... | H. M. Sabey | 126 |
| Price as a Talking Point in Industrial Equipment Copy..... | | 129 |
| Should a Letter Begin with a Question?..... | C. P. Russell | 132 |
| Let Your Advertising Characters Talk Naturally.... | W. Livingston Larned | 138 |
| When the Local Advertiser Branches Out..... | | 150 |
| When You Introduce New Salesmen to the Trade..... | James A. Worsham | 157 |
| Department Stores Want You to Educate Their Clerks..... | James True | 169 |
| "Well Now, My Territory Is Different"..... | | 187 |
| Editorials | | 192 |
| Stepping Up with the Country—How Corn Producers Can Gain Wealth—The Man Who Just Drops In—Exaggerated Ego in Advertising. | | |
| Summary of Advertising in Magazines for February..... | | 201 |
| "Printers' Ink's" Four-Year Record of February Advertising..... | | 206 |
| The Little Schoolmaster's Classroom..... | | 208 |

You are invited to call at our office, 17 E. 42nd Street, and let us show you what Hollywood offers for a wonderful Vacation Tour in February, March or April.
Telephone Murray Hill 6628.

Picture in Hollywood hotel. Average temperature 70°. Come to Hollywood and see in the 42nd Street Building. Picture shown at right.

to
Florida
and return **\$150.00**
including all expenses

Of course you're going to Florida! Everybody is who can. Go by the ideal, economical tour—14 days by steamship; 10 by train to Miami, Palm Beach, Hollywood. See with your own eyes this wonderful resort. Sports, pleasures, each about.

Come to HOLLYWOOD

Clip and Mail



WINTER VACATION TOUR
14 days by steamship; 10 by train to Miami, Palm Beach, Hollywood. See with your own eyes this wonderful resort. Sports, pleasures, each about.

FLORIDA BOOKLET FREE
Clip this Coupon Now

Come to HOLLYWOOD
Florida
The date that would suit me best is _____
Name _____
Address _____
City _____

Hollywood-by-the-Sea, Florida, has been a household word in millions of homes thru newspaper advertising. Never in our 25 years' advertising experience have we known newspapers to bring such definite and sure results. Yet some say that people do not read newspapers in summer time.

WM. H.

342
Madison Ave.
N. Y.

Phone:
Murray Hill 9300

RANKIN
COMPANY

Advertising

Tribune Tower
Chicago

Phone
Superior 6600

Washington Akron Philadelphia Toronto San Francisco London

Return \$150.00
all expenses included
Clip and Mail

17 E. 42nd Street, New York City
Picture shown at right. Average temperature 70°. Come to Hollywood and see in the 42nd Street Building. Picture shown at right.

The date that would suit me best is _____
Name _____
Address _____
City _____



Florida
and return **\$150.00**
all expenses included
except meals on train

153,663 Clotilde dress patterns were ordered by women readers of The Chicago Tribune during 1925. All the more remarkable is this figure when it is realized that each order was accompanied by ten cents, the cost of a pattern.

The Chicago Tribune is read by women, and is the best medium in The Chicago Territory for advertisers whose messages are directed to women.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Circulation Over 700,000 Daily and Over 1,100,000 Sundays